

FIRST 5 COMMISSION OF SAN DIEGO

January 27, 2003
12:00 p.m. – 3:00 p.m.
Balboa Park Club
Santa Fe Room
2150 Pan American Road West
San Diego, CA 92101

AGENDA

ITEM	SUBJECT	PRESENTER
1	Call to Order	Chairman Cox
2 Action	<p>Election of Commission Officers – Committee Assignments Supporting Document</p> <p>Overview: Section 7, “Officers,” of the Commission By-laws, which were developed in accordance with the Ordinance establishing the Commission, states that the member of the Board of Supervisors serving on the Commission shall also serve as the Chair of the Commission. Section 7 also requires the Commission to elect a Vice Chair and a Secretary from its membership. The officers shall be nominated by the Commission Chair and shall be selected at the first meeting of the calendar year. TPAC Operating Rules and Procedures state the Commission shall appoint one of its members as the Chair of the Advisory Committee each year. A copy of the Commission By-laws is attached for information.</p> <p>Chairman Cox’ Recommendation:</p> <ol style="list-style-type: none">1) Accept Chairman Cox’ nomination of Ken Colling to serve as the Vice Chair of the Commission for Calendar Year 2003.2) Accept Chairman Cox’ nomination of Dr. Nora Faine to serve as the Secretary of the Commission for Calendar Year 2003.3) Accept Chairman Cox’ nomination of Ken Colling to serve as Chairman of TPAC for Calendar Year 2003.4) Approve the appointment of Commissioner Dr. Nora Faine to the School Readiness Leadership Team. <p>Fiscal Impact: None.</p>	Chairman Cox
3	<p>Opportunity for Public Comments</p> <p>Items not on the Agenda – Limit two minutes per speaker (<i>Request to Speak</i> slips for this item or any other item on the agenda must be submitted to Commission staff prior to meeting being called to order).</p>	Chairman Cox
4 Presentation	<p>Award Presentation to Supervisor Roberts and Barbara Ryan</p> <p>Overview: Supervisor Roberts served as the Chair of the First 5 Commission for Calendar Year 2002 and Barbara Ryan has served on the Commission for the past two years, including serving as the Vice Chair of the Commission and Chair of the Commission’s Technical and Professional Advisory Committee (TPAC) during 2002. Service Awards will be presented to Supervisor Roberts and Ms. Ryan recognizing their commitment to San Diego’s children and their families.</p>	Chairman Cox

5 Action	Approval of F5CSD Meeting Minutes – December 2, 2002 Supporting Document	Chairman Cox
6 Action	Formation of the Consent Calendar	Executive Director Bryngelson
7 Discussion	<p>Strategic Plan 2003 – 06 Conversation Supporting Document</p> <p>Overview: The first business meeting of the Commission in a new year provides an opportunity for new Commission members, previous Commission members, TPAC members and others to discuss where the Commission has been and the direction it should take in the future.</p> <p>At the last several Commission meetings, Commission members have been provided with updates on the strategic planning process and were given draft copies of the Strategic Plan for Fiscal Years 2003 to 2006. The draft Strategic Plan has been developed by the Strategic Planning Committee, which included Commissioners Colling and Ryan, five TPAC members and staff. The Strategic Planning Committee has continued to meet regularly to refine the plan based on Commission, community and provider feedback. This item presents updates on the 2003-2006 Strategic Plan, fiscal projections, and the 2003 - 2004 Implementation Plan and provides an opportunity for further discussion before the plans are submitted to the Commission for approval at its next meeting in March.</p> <p>Staff Recommendation: None. For discussion only.</p> <p>Fiscal Impact: None.</p>	<p>Executive Director Bryngelson</p> <p>Staff Member Denis McGee</p> <p>TPAC Members Kristin Gist and Madonna Carlson</p>
8 Information	<p>State/Staff Report Supporting Document</p> <p>Overview: The First 5 Commission of California (FFCC) met on January 16, 2002. There was no December meeting of the FFCC. The California Children and Families Association (CCAFA) met on December 11, 2002 and January 15, 2003. This report includes a written summary of the FFCC and CCAFA meetings.</p> <p>This report also includes a staff summary of local activities relevant to the First 5 Commission of San Diego, including a status report on the State budget Project “Q” Kids, the procurement of a data evaluation system, the School Readiness launch and recruitment and selection of a new Commission Executive Director.</p> <p>Recommendation: Receive State and Staff Reports.</p> <p>Fiscal Impact: None</p>	Executive Director Bryngelson
9 Information	<p>TPAC Report Supporting Document</p> <p>Overview: On December 16, 2002, the Technical and Professional Advisory Committee (TPAC) held its regular monthly meeting. A written summary of the meeting has been prepared to document the activities of the Committee.</p> <p>Staff Recommendation: Receive the report of the December 16, 2002 TPAC meeting.</p> <p>Fiscal Impact: None.</p>	Executive Director Bryngelson

<p>10 Action</p>	<p>2003 Commission and TPAC Meeting Calendar Supporting Document</p> <p>Overview: Commission staff developed a schedule of meeting dates for Commission and TPAC meetings for Calendar Year 2003. Due to holidays, some meetings were moved to an alternate Monday. In addition the February and July Commission meetings have been cancelled. The attached meeting schedule was submitted to the Commission for its review at its meeting on December 2, 2002 (Item 12).</p> <p>Staff Recommendation: Approve the 2003 Commission and TPAC Meeting Calendar.</p> <p>Fiscal Impact: None</p>	<p>Executive Director Bryngelson</p>
<p>11 Action</p>	<p>Annual Report - Printing Costs Supporting Document</p> <p>Overview: Each January, the Commission publishes an annual report to the community describing the previous year's accomplishments. The report is approved by the Commission and signed by the outgoing Chair. In December, staff recommended that the 2002 Annual Report be combined with a wall calendar that could also double as a public information and marketing brochure with messages about the importance of children's early years and tips for parents. The Commission approved the draft report on December 2, 2002. The Commission is now asked to approve printing costs of up to \$16,000 for 5000 copies for distribution to parents, grantees and other community partners.</p> <p>Staff Recommendation: Authorize the expenditure of up to \$16,000 for printing 5,000 copies of the Commission's 2002 Annual Report/2003 Wall Calendar.</p> <p>Fiscal Impact: Up to \$16,000 from the Administration and Evaluation allocation in the Commission's Fiscal Year 2003 – 2003 budget.</p>	<p>Executive Director Bryngelson</p>
<p>12 Action</p>	<p>Independent Evaluator – Request for Proposal Supporting Document</p> <p>Overview: County Commissions have a legislative mandate to report the results of all local Prop 10 programs to the State. An independent data evaluator needs to be identified to work with the First 5 Commission of San Diego in the formation, collection and evaluation of contract and grant data so that the Commission is accountable to the State Commission, the legislature, and local taxpayers.</p> <p>On December 3, 2001 (# 11), The Commission authorized the Executive Director to release a Request for Proposal (RFP) for up to \$500,000 for an independent evaluator to develop and implement an evaluation plan to ensure compliance with the principles and approaches of the Commission's <i>Results 4 Kids: Numbers and Stories Evaluation Plan</i>. A contract was subsequently awarded that will terminate on June 30, 2003. This is a request to issue an RFP to select an independent evaluator that would begin on July 1, 2003.</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1) Find that that the use of an independent evaluator is consistent with the Commission's Strategic Plan and the Implementation and Allocation Plan for Fiscal Year 2001-2002, furthers the support and improvement of early childhood development within the County, and provides a public benefit. 2) Authorize the Executive Director to work with the County Director of Purchasing and Contracting, to release a Request for Proposals (RFP) for up to \$500,000 for the services of an independent evaluator. 	<p>Executive Director Bryngelson</p>

	<p>Fiscal Impact: Up to \$500,000 from the Administration and Evaluation allocation in the Commission's Fiscal Year 2002 – 03 budget.</p>	
<p>13 Action</p>	<p>Civic Engagement Project – Fourth Year Proposal Approval Supporting Document</p> <p>Overview: San Diego is one of eight Commissions participating in the Civic Engagement Project (CEP). CEP has provided the Commission \$320,000 to support community engagement activities beginning November 1999 and ending February 28, 2003. The funding has provided partial support for Commission expenses related to community outreach and community conversations including expenses such as childcare, translation services, and other meeting costs. The San Diego Commission has the opportunity to apply for a fourth year of funding. The application is due on February 4, 2003.</p> <p>Staff Recommendation</p> <ol style="list-style-type: none"> 1) Find that that the CEP proposal is consistent with the Commission's Strategic Plan and the Implementation and Allocation Plan for Fiscal Year 2001-2002, furthers the support and improvement of early childhood development within the County, and provides a public benefit. 2) Approve the CEP proposal for fourth year funding and authorize the Executive Director to submit the proposal to the Civic Engagement Project for Children and Families 3) Authorize the Executive Director to negotiate and execute contracts necessary for implementing strategies described in the proposal and budget. <p>Fiscal Impact: Up to \$50,000 in unanticipated revenue.</p>	<p>Executive Director Bryngelson</p>
<p>14 Action</p>	<p>School Readiness Funding Supporting Document</p> <p>Overview: On July 19, 2001, the California Children and Families Commission took action to approve \$200 million to fund a School Readiness Matching Funds Initiative over a four-year period (July 2001- July 2005). The First 5 Commission of San Diego is potentially eligible to receive a total allocation of \$11.9 million from the State. A School Readiness Leadership Team consisting of a Commission member, TPAC members, parents and community representatives representing multiple disciplines was developed to support the planning and work of this long-term initiative. On December 3, 2001 (Item 8), the Commission approved School Readiness programs for the National and Chula Vista School Districts and authorized the Executive Director to execute contracts with those school districts, completing Phase I of the School Readiness Initiative application process.</p> <p>Phase II School Readiness planning began with the remaining eligible school districts in October 2001. San Diego Unified and San Ysidro submitted applications for the September 15, 2002 cycle that have been approved by the State Commission. Cajon Valley Union and Vista Unified submitted applications for the December 15, 2002 cycle, and are pending approval. Applications for the two remaining participating school districts, Escondido and Oceanside, will be submitted to the State later this year. Attached for information, discussion, and action is a summary of Phase II School Readiness activities up to this point, summaries of the proposed programs for each applicant school district, and recommendations for Phase II School Readiness participation in the State Commission's Request for Funding (RFF) application.</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1) Approve the San Diego Unified School District's School Readiness Program in an amount up to \$1,318,590 for March 1, 2003 through June 30, 2003 and up to \$2,637,180 for July 1, 2003 through June 30, 2004. 	<p>Executive Director Bryngelson</p>

	<p>Staff Recommendation: (cont.)</p> <ol style="list-style-type: none"> 2) Approve the San Ysidro School District's School Readiness Program in an amount up to \$257,084 for March 1, 2003 through June 30, 2003 and \$514,167 for July 1, 2003 through June 30, 2004. 3) Approve the Vista School District's School Readiness Program in an amount up to \$80,858 for March 1, 2003 through June 30, 2003 and \$161,714 for July 1, 2003 through June 30, 2004. 4) Approve the Cajon Valley School District's School Readiness Program in an amount up to \$97,647 for March 1, 2003 through June 30, 2003 and \$170,333 for July 1, 2003 through June 30, 2004. 5) Authorize the Executive Director to execute a contract with the San Diego Unified School District not to exceed \$3,955,770 over 16 months. 6) Authorize the Executive Director to execute a contract with the San Ysidro Unified School District not to exceed \$771,251 over 16 months. 7) Authorize the Executive Director to execute a contract with the Vista Unified School District not to exceed \$242,572 over 16 months. 8) Authorize the Executive Director to execute a contract with the Cajon Valley Unified School District not to exceed \$267,980 over 16 months. <p>Fiscal Impact: Up to \$1,754,179 from the Responsive Grant allocation in the Commission's Fiscal Year 2002 - 03 budget and up to \$3,483,394 from the Responsive Grant allocation that will be included in the Commission's Fiscal Year 2003 - 04 budget. The Commission will be reimbursed up to \$876,542 of the \$1,754,179 and up to \$1,740,602 of the \$3,483,394 by State School Readiness Matching Funds.</p>	
15 Information	<p>Implementation and Allocation Plan Supporting Document</p> <p>Overview: On June 25, 2001 (Item 13), the Commission approved the Implementation and Allocation Plan needed to operationalize the Strategic Plan for Fiscal Years 2001 - 02 and 2002 - 03. Attached for information is a status report of the results to be obtained from the plan.</p> <p>Staff Recommendation: Receive this report.</p> <p>Fiscal Impact: None</p>	Executive Director Bryngelson
16 Information	<p>Civic Engagement Supporting document</p> <p>Overview: The Civic Engagement Leadership Team has recommended that community conversations be held throughout the year, ideally on a monthly basis. A calendar of community engagement activities for February and March is attached. The calendar includes scheduled community conversations as well as meetings of the four leadership teams.</p> <p>Staff Recommendation: None. For information only.</p> <p>Fiscal Impact: None.</p>	Executive Director Bryngelson

<p>17 Information</p>	<p>Legislative Update Supporting Document</p> <p>Overview: The Commission is committed to proactive leadership by advocating for policy change at the local, state and national level. Commission staff has identified several bills introduced into the 2002 and 2003 legislative sessions. Attached is an updated summary listing of these bills, including bills signed by the Governor and Chaptered into law. Changes to the updated summary are highlighted in bold. The Commission's policy on Legislative Advocacy is attached for information</p> <p>Recommendation: Receive the Legislative Summary.</p> <p>Fiscal Impact: None.</p>	<p>Executive Director Bryngelson</p>
<p>18</p>	<p>Future Agenda Items</p> <ul style="list-style-type: none"> ➤ Approval of the 2003 – 06 Strategic Plan ➤ Approval of the Implementation and Allocation Plan for Fiscal Year 2003 – 04 ➤ Approval of a Tagline for the Commission ➤ Kit for New Parents – Progress Update ➤ Sunset Review Of Commission policies CFC-001 "Letters of Support," CFC-002 "Legislative Advocacy," and CFC-003 "Grant Funding Process." 	<p>Chairman Cox</p>
<p>19</p>	<p>Adjournment</p>	<p>Chairman Cox</p>

NEXT COMMISSION MEETING

March 3, 2002

2:00 p.m. to 4:00 p.m.

**Public Comment on Specific Agenda Items is Taken
Throughout the Meeting at the Conclusion of Each Agenda Item**

Visit the Commission's Website

www.ccfc.ca.gov/sandiego

SAN DIEGO COUNTY CHILDREN AND FAMILIES FIRST COMMISSION
BY-LAWS

- Section 1 **NAME**
There is hereby created and established the San Diego County Children and Families First Commission. The Children and Families First Commission shall constitute a citizens advisory board, which is established by the Board of Supervisors in County Administrative Code Section 84.100 et seq., pursuant to the Children and Families First Act of 1998 to promote, support and improve early childhood development from the prenatal stage to five years of age in San Diego County. County Administrative Code Section 84.100 et seq. is included in these by-laws as Appendix A.
- Section 2 **POWERS AND DUTIES**
This Commission is established to carry out the County of San Diego's implementation of the Children and Families First Act as defined by Sections 84.108 and 84.109 of the County Administrative Code, which are included as part of Appendix A to these by-laws. This Commission and its committees are not empowered by ordinance, establishing authority or policy to render a decision of any kind on behalf of the County of San Diego or its appointed or elected officials.
- Section 3 **MEMBERSHIP**
Membership is set forth in Section 84.101 of the County Administrative Code. The Commission shall consist of five (5) members in accordance with Sections 84.101 and 84.102 of the County Administrative Code, which are included as part of Appendix A to these by-laws.
- Section 4 **VACANCIES**
The method of filling vacancies on the Commission shall be as set forth in County Administrative Code Section 84.103, which are included in these by-laws as a part of Appendix A.
- Section 5 **QUORUM**
A quorum shall be defined as three members of the Commission. The definition of members excludes unfilled positions and those vacated by resignation or removal.
- Section 6 **MEETINGS**
A. The Commission and its standing committee(s) shall be subject to the provisions of Chapter 9 (Commencing with Section 54950) of Part I, Division 2 Title 5 of the Government Code, relating to meetings of local agencies (Ralph M. Brown Act).

B. The Commission shall meet regularly at times and places to be determined by the Commission.

C. Special meetings may be called at a time and place designated by the Chair. The Commission staff pursuant to the Government Code shall give notices of regular and special meetings.
- Section 7 **OFFICERS**
A. The member of the Board of Supervisors serving on the Commission shall be the Chair of the Commission.

B. The elected officers are Vice-Chair and Secretary

C. Officers shall be nominated by the Chair. Nominations shall be included on the agenda for the first meeting of each calendar year. The Commission shall select officers as the first order of business at the first meeting each calendar year, and the new officers shall take office immediately.
- Section 8 **RESPONSIBILITIES OF THE OFFICERS**
A. The Chair shall be the principal executive officer and the official spokesperson of the Commission. The Chair shall preside at all meetings of the Commission and carry out the policies of the Commission. The Chair shall make all committee appointments, subject to approval by majority vote of the Commission. The Chair shall have the general powers and duties of management usually vested in the office of the Chair and having the powers and duties as may be prescribed in these by-laws.

- B. The Vice-Chair shall do everything necessary to assist the Chair in the performance of the Chair's duties. The Vice-Chair shall exercise the powers of the Chair when and if the Chair is absent.
- C. The Secretary shall certify the minutes of each Commission meeting and serve as Chair in the absence of the Chair and Vice Chair.

Section 9

COMMITTEES

A. Definition of Committees

1. Standing Committees: Any committee that functions regularly and whose membership is appointed on an annual basis is a Standing Committee. Standing Committees shall have names, powers, duties and composition as is determined by the Commission. The Commission shall have the following standing committee:
 - a. Technical and Professional Advisory Committee:
The Technical and Professional Advisory Committee shall consist of a maximum of fifteen members appointed annually to serve from July 1 to the following June 30. Members of the Board of Supervisors shall each nominate one person from their district. Up to ten members shall be residents of the County of San Diego who shall be recommended by a Sub Committee of the Commission formed annually for the purposes of nominating members of the Advisory Committee.

All members of the Technical and Professional Advisory Committee shall be selected from among persons described in Section 84.101(b) of the County Administrative Code or shall be persons with specialized knowledge and experience in the areas of community needs assessment, health and social services program evaluation or child care, education, health and social services program administration. It is the intent of the Commission that the membership of the Technical and Professional Advisory Committee be broadly representative of the backgrounds described, as well as of the geographic, and cultural communities of San Diego County. County employees may not serve as members of the Technical and Professional Advisory Committee.

The duties and responsibilities of the Technical and Professional Advisory Committee shall be to advise the Commission concerning the County's Children and Families First Strategic Plan, policies concerning programs to be implemented and supported under the Strategic Plan, community needs assessment, program evaluation and other tasks and issues as assigned by the Commission.

Advisory Committee members shall serve without compensation except for reimbursements for reasonable expenses incurred as a result of their responsibilities as directed by the Commission or the Chair.
2. Special Committees, Task Forces, and Subcommittees

Special Committees, Task Forces, and Subcommittees, generally temporary in nature, shall be established, as necessary for special purposes.
3. Committee Reports: All Committees shall report at each regular meeting. This report may be oral or written, unless specified by the Commission. Committees shall make no recommendation, report or other statement, other than to the Commission.

Section 10

RULES OF ORDER

- A. Meetings of the Commission shall be governed by the authority of Robert's Rules of Order modified to allow open participation of the Chair.
- B. The rules contained in the Robert's Rules of Order shall govern in all cases to which they are applicable and in which they are not inconsistent with the by-laws of the Commission.

Section 11

AMENDMENTS

These by-laws may be amended at any regular business meeting by a vote of the majority of the existing membership. The amendment must be submitted in writing at the previous regular meeting.

Section 12

STANDING RULES

Standing Rules may be adopted by a majority of the quorum at any meeting. After they have been adopted, they may not be modified at the same session, except by a reconsideration. At any future session, they may be suspended, modified or rescinded by a majority vote.

Section 13

EFFECTIVE DATE

These by-laws were adopted by the Commission and became effective June 7, 1999.

FIRST 5 COMMISSION OF SAN DIEGO
(formerly San Diego County Children and Families Commission)
1495 Pacific Highway, Suite 202 MS A-211
San Diego, CA 92101-2417
(619) 230-6460

Commissioners Present:

Ron Roberts, Chairman
Barbara Ryan, Vice Chairwoman
Ken Colling, Secretary
Dr. Rodger Lum
Dr. Nancy Bowen

Staff Present:

Gloria Bryngelson, Executive Director
Denis McGee
Grace Young
Kim Frink
Rick Collantes
Susan Morgan
Martha Garcia
Rosa Lemus
Amie Meegan
David Smith, Deputy County Counsel

Minutes for December 2, 2002

1. Call to Order

Chairman Roberts called the meeting of the First 5 commission of San Diego to order at 2:08 p.m.

2. Opportunity for Public Comments

There were no public comments received.

3. Approval of Meeting Minutes – November 4, 2002

ON MOTION OF Commissioner Ryan, seconded by Commissioner Bowen, the Commission approved the minutes of November 4, 2002.

4. Formation of Consent Calendar

ON MOTION OF Commissioner Colling, seconded by Commissioner Ryan, the Commission approved the formation of the Consent Calendar, with no items being pulled by the Commissioners or the public. Item 10 was a discussion item and was not part of the Consent Calendar. The remaining items were approved per staff recommendation.

AYES:	Roberts, Ryan, Colling, Lum, Bowen
ABSENT:	None
ABSTAIN:	None
NOES:	None

5. TPAC Report

ON MOTION OF Commissioner Colling, seconded by Commissioner Ryan, the Commission received the draft TPAC action minutes of November 18, 2002, on Consent.

AYES:	Roberts, Ryan, Colling, Lum, Bowen
ABSENT:	None
ABSTAIN:	None
NOES:	None

6. State/Staff Report

Commissioner Colling's inquired as to the process that will be used to recruit and hire a replacement for Executive Director Bryngelson who will be retiring in mid-March. Chairman Roberts responded that County guidelines will be followed in the process. Executive Director Bryngelson expressed her commitment to stay until March so the Commission will not be left without resources. An update on the process will be made to the Commission at its January meeting.

The Commission received the State/Staff Report, on Consent. No action was taken on this item as it was for information purposes only.

7. Kit for New Parents – Contract Amendment

Executive Director Bryngelson stated that the Commission staff will be returning in March to provide a progress update that will include, among others, statistics about the efficacy of the program, explanation of the process of customization of the Kit as it pertains to San Diego residents, the number of people canvassed, the number of providers that participated in the focus group discussion and other relevant information.

ON MOTION OF Commissioner Colling, seconded by Commissioner Ryan, the Commission approved this item on Consent; found that the proposed contract amendment with UCSD Regional Perinatal System is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit; and authorized the Executive Director to negotiate and execute a contract amendment for up to \$753,375 with UCSD Regional Perinatal System to continue the distribution of the Kit for New Parents and to customize the Kit to residents of San Diego County.

AYES:	Roberts, Ryan, Colling, Lum, Bowen
ABSENT:	None
ABSTAIN:	None
NOES:	None

8. First 5 Commission of San Diego Logo

Commissioner Ryan brought up the comments from the last TPAC meeting that parents and providers viewed the sample logos differently. The parents related much more to the learning blocks while the providers preferred the one with the hand. TPAC members came up with a compromise to have the hand as the logo and the learning blocks as part of the tagline. She requested that the block/s be prominently incorporated into the tagline.

ON MOTION OF Commissioner Colling, seconded by Commissioner Ryan, the Commission approved the green hand in the blue box as the logo to be used by the First 5 Commission of San Diego, on Consent.

AYES:	Roberts, Ryan, Colling, Lum, Bowen
ABSENT:	None
ABSTAIN:	None
NOES:	None

9. First 5 Commission 2002 Annual Report/Funding Report

Commissioner Lum suggested that, if it would not be too taxing, it would be helpful to have a one-liner of what each funded agency is doing and for what amount. Executive Director Bryngelson responded that Commission staff in making last year's Annual Report, developed symbols for services provided, e.g., parenting, health services, etc. with corresponding dollar amounts funded. The same could be adopted for this year's Annual Report. Additionally, the Commission website will include the description of the programs being funded, specific details about services being provided and information about dollar amounts.

ON MOTION OF Commissioner Colling, seconded by Commissioner Ryan, the Commission approved the draft First 5 Commission of San Diego Annual Report, on Consent.

AYES:	Roberts, Ryan, Colling, Lum, Bowen
ABSENT:	None
ABSTAIN:	None
NOES:	None

10. Strategic Planning Update

Executive Director Bryngelson reported that due to the lengthy discussion at the last Commission meeting, the Strategic Planning Committee has modified the timeline for the approval of the new Strategic Plan. The timeline has been extended to March 2003 to allow for additional Commission and public input. Executive Director Bryngelson made a powerpoint presentation including public input opportunities, the results and pre-conditions in attaining the goal of a child being ready for school, the criteria for choosing priority results, State examples of focused results, 20-year financial plan, and information on programs being funded and investments on sustaining reserves.

Executive Director Bryngelson explained that the Strategic Planning Committee has recommended a 20-year financial plan. The chart presented was provided as a point in time discussion considering the current reality, a 6% decline in revenue. If something else happens that will affect the revenue, such as an increase in cigarette tax, this chart can be modified to reflect new assumptions. Chairman Roberts is confident that a new tax on cigarettes will be known very soon. He suggested that the chart be revised to consider a new tax, which could result in a one-time estimated 25% decrease in revenue. The new chart will show a clearer picture and will help the Committee in deciding what should be recommended as the time period for the financial plan.

Without going on specific details, Deputy Counsel Smith reviewed the regulations regarding supplantation. He stated that the issue of supplantation must be considered on a case-by-case basis, depending on where the money to fund the program that will be discontinued comes from.

Dr. Paul Kurtin, a pediatrician at Children's Hospital addressed the Commission. He congratulated the Commission and its staff for the excellent work that they are doing. Cognizant of the needs that surround a child's ability to learn, he recommended that the Commission hire an organization that can do overall planning, identify issues, best practices and training needs. For example, training providers is critically important and finding a group that has a good track record to administer the training is important to the provider community.

There was a strong consensus among Commissioners to consider Dr. Kurtin's testimony. Executive Director Bryngelson responded that it would be consistent with what the Commission has done in the past, e.g., Regional Perinatal System used some of their planning grant to convene 400 providers before implementing the Kit for New Parents. The Strategic Planning Committee will discuss the next steps based on today's discussion, outcomes of the meeting with early childhood mental health committee last week and the meeting with pediatricians next week.

The Commission will continue the discussion of this Agenda Item at its meeting on January 27, 2003. No action was taken on this item as it was for discussion purposes only.

11. Commission Member Appointments

The Commission received the report on Consent, that the County Board of Supervisors at its meeting on December 10, 2002 will consider the Commission's recommendations for appointment including nomination of Greg Cox as the Board of Supervisors representative to the Commission and an at-large member as the representative of the Chairman of the Board. No action was taken on this item as it was for information purposes only.

12. Draft 2003 Commission and TPAC Meeting Calendar

The Commission received the draft of meeting dates for Commission and TPAC meetings for Calendar Year 2003, on Consent. This same draft will be submitted at the January 2003 Commission meeting for final approval. No action was taken on this item as it was for information purposes only.

13. Implementation and Allocation Plan

The Commission received the Implementation and Allocation Plan status report, on Consent. No action was taken on this report as it was for information purposes only.

14. Community Engagement

The Commission received the calendar of community engagement activities for December 2002 and January 2003, on Consent. No action was taken on this item as it was for information purposes only.

15. Legislative Update

The Commission received the updated Legislative Summary, on Consent. No action was taken on this item as it was for information purposes only.

16. Future Agenda Items

Items to be discussed at the Commission meeting on January 27, 2003 include:

- # Continuing discussion on the strategic planning process; and
- # Update on the recruitment of the new Executive Director.

17. Adjournment

Chairman Roberts adjourned the meeting of the First 5 Commission of San Diego at 3:32 p.m. to reconvene on January 27, 2003.

Notes by Meegan

Respectfully submitted for your review and approval:

Ken Colling

Date

First 5 Commission of San Diego

Item 7

Strategic Plan 2003 – 2006 Conversation

Overview:

The first business meeting of the Commission in a new year provides an opportunity for new Commission members, previous Commission members, TPAC members and others to discuss where the Commission has been and the direction it should take in the future.

At the last several Commission meetings, Commission members have been provided with updates on the strategic planning process and were given draft copies of the Strategic Plan for Fiscal Years 2003 to 2006. The draft Strategic Plan has been developed by the Strategic Planning Committee, which included Commissioners Colling and Ryan, five TPAC members and staff. The Strategic Planning Committee has continued to meet regularly to refine the plan based on Commission, community and provider feedback. This item presents updates on the 2003-2006 Strategic Plan, fiscal projections, and the 2003 - 2004 Implementation Plan and provides an opportunity for further discussion before the plans are submitted to the Commission for approval at its next meeting in March.

Discussion:

During 2002, the Commission convened 17 community conversations throughout the county to solicit input from community members on issues affecting the early development of young children. Over 500 parents and providers participated in the conversations, the results of which were shared with the Commission over the course of the year.

In addition, staff recently solicited input from several professional groups including the Pediatric Leadership Council, the Early Childhood Mental Health Committee, the Child Care Planning Council and School Health Innovative Programs (SHIP). Feedback from the professional groups is attached. The Strategic Planning Committee has seriously considered the input from the community conversations and the professional groups in the crafting of the draft Strategic Plan and the draft Implementation Plan for Fiscal Year 2003 – 04..

There are four parts to today's presentation:

1) Executive Director Bryngelson will summarize the Commission's accomplishments for Calendar Year 2002.

2) TPAC members Gist and Carlson will provide a brief presentation describing the strategic planning framework model. The draft framework shows four domains that need to be addressed for a child to be "ready to learn" when they enter kindergarten -- the child's physical health; social-emotional health; cognitive development; and supportive families and communities.

3) Operations Manager, Denis McGee, will provide an updated twenty-year financial forecast.

4) Executive Director, Gloria Bryngelson, will provide a brief presentation on the proposed Implementation Plan for 2003-2004, which outlines focused

priority result areas and potential strategies in the four domains described above.

TPAC Statement: A strategic planning process update was presented to the Technical and Professional Advisory Committee at its meeting of December 16, 2002.

Staff Recommendation: None. For discussion only.

Fiscal Impact: None.

First 5 Commission of San Diego

Calendar Year 2002 Accomplishments
and Strategic Plan Update
July 2003-June 2006

Implementation Plan: 2001-02 and 2002-03

Seven Priority Result Areas

- Children are physically, emotionally & developmentally ready to learn
 - Community capacity for integrated, appropriate services is increased
- Children have literacy skills that are developmentally appropriate
 - State Commission and other resources are leveraged
- Parents have high quality information and support
 - The Commission and the community are mutually accountable for the effective use of Prop 10 funds
- Childcare/early education is high quality

Children are physically, emotionally & developmentally ready to learn

- RFGA 20055- 8 programs funded to provide health and developmental assessments and treatment
- RFGA 20133 – 41 programs funded; 26 provide health services and/or education, including mobile health clinics, nurse visits with new moms, asthma management, vision screening and many others...

Children have literacy skills that are developmentally appropriate

- Successful Literacy Summit held in June 2002 with over 200 participants
- Funding for the development of a resource guide of literacy programs in San Diego County
- Funding for the development of early literacy training for library staff

Parents have high quality information and support

- Over 55,000 Kits for New Parents distributed in 2002
- RFGA 20133: 41 programs funded; 34 provide some type of parent education and/or support
- Funded programs include Parenting Link, Project Q Kids (KPBS & KGTV), Parents as Teachers Programs, home visiting, and many others...

Childcare/early education is high quality

- San Diego CARES Program, implemented in June 2001, continued with funds from the San Diego and State Commissions
- 2,122 licensed family child care and center providers entered the program by end of 2002
- 560 completed all education and retention requirements and received a \$1,500 Commission-funded stipend

Community capacity for integrated, inclusive, culturally appropriate services is increased

- Hosted 16 community conversations, Literacy Summit and 4 conversations with provider groups
- Hosted 6 grantee meetings with opportunities for networking and technical assistance
- Several Commission documents translated into Spanish
- Technical assistance in community engagement provided to parents and collaboratives in 4 communities
- Funded 35 small parent-run organizations

State Commission and other resources are leveraged

- SD CARES Program
- School Readiness Initiative
 - School Readiness Leadership Team established
 - Chula Vista and National City school districts began programs
 - Six more districts will begin programs in 2003
- Civic Engagement Project
- Results for Children Initiative

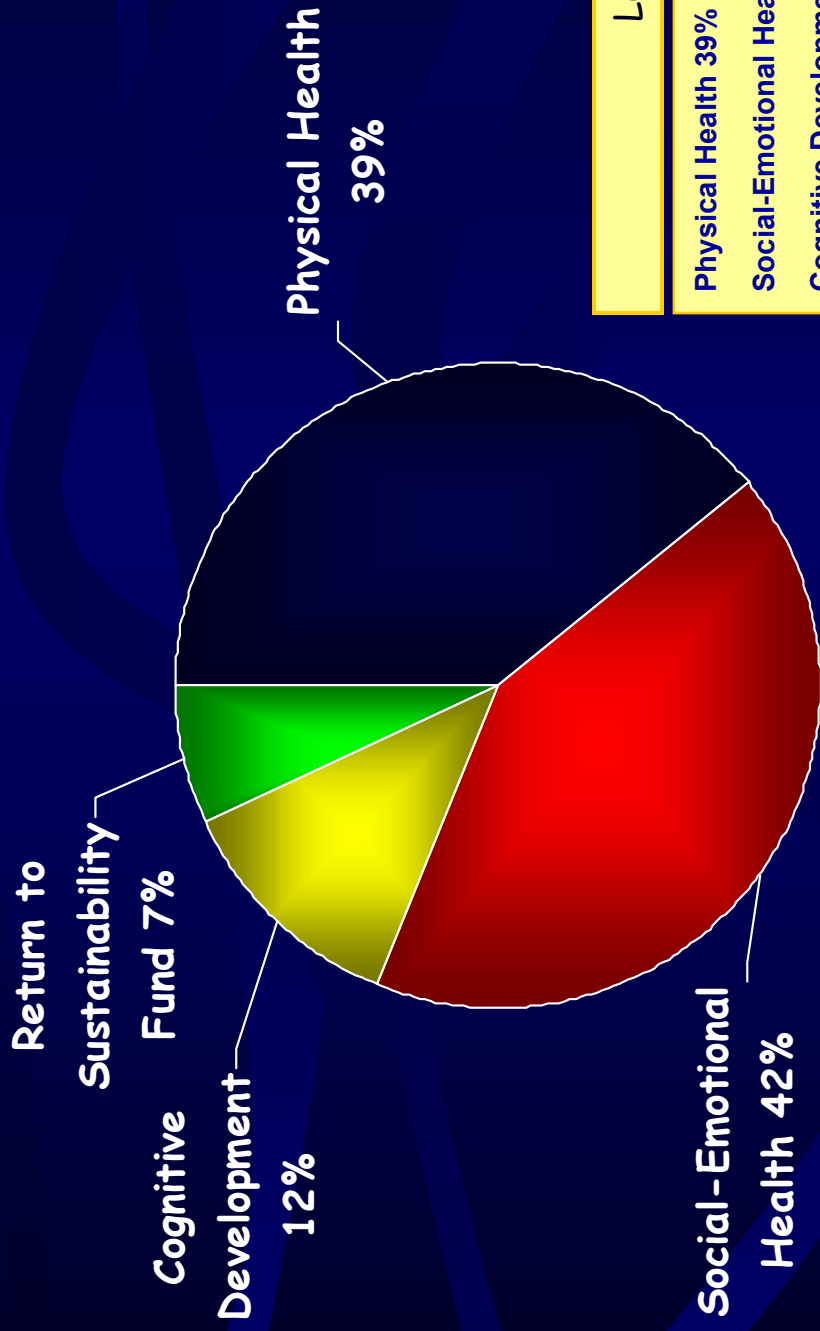
The Commission & the community are mutually accountable for the effective use of Prop 10 funds

- Planning and guidance provided by Evaluation Leadership Team
- Contracted with independent evaluation firm, Zetetic Associates
- Zetetic worked with grantees to develop logic models for evaluation
- Coordinated with State Commission on evaluation strategies and indicators
- Received technical assistance from Aspen Institute

First 5 Commission of San Diego

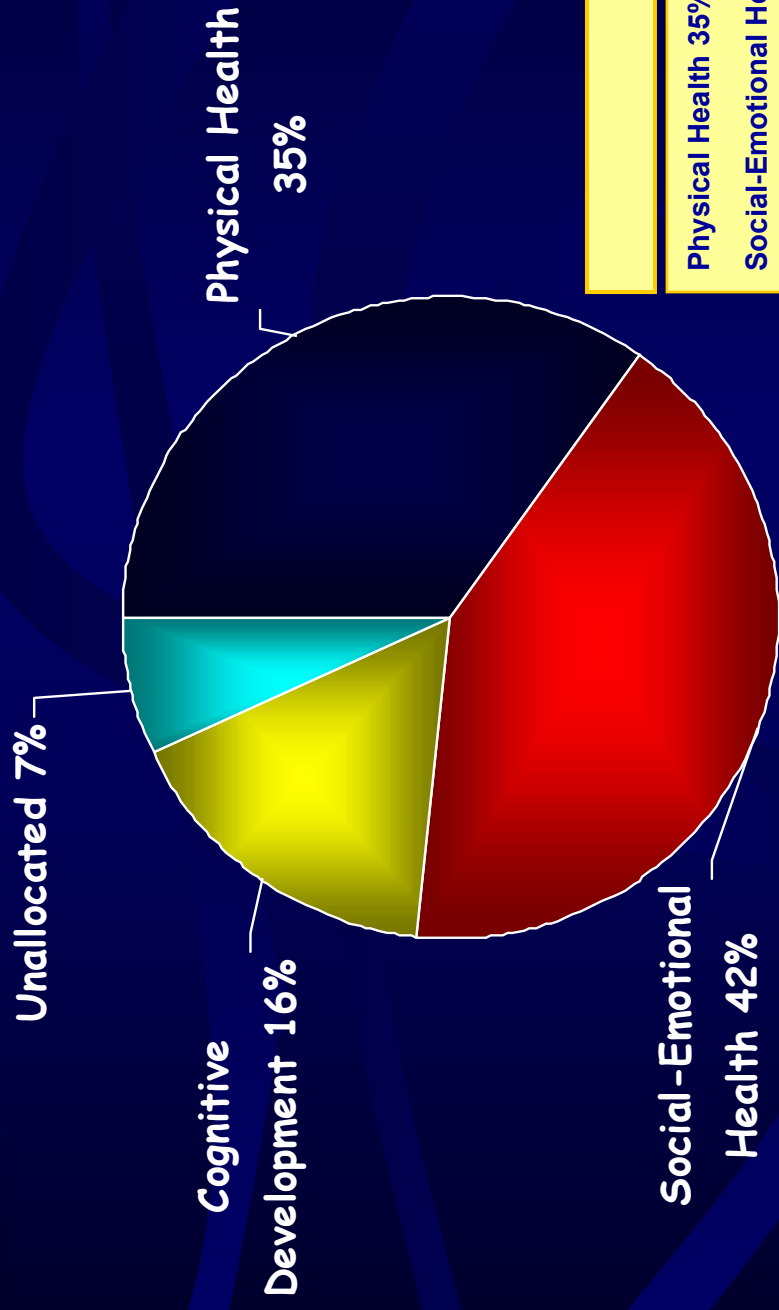
First Year Community Investments

July 2001 – June 2002



Legend	
Physical Health 39%	\$10,587,439
Social-Emotional Health 42%	\$11,290,505
Cognitive Development 12%	\$3,241,181
Return to Sustainability Fund 7%	\$1,880,875
Total	\$27,000,000

First 5 Commission of San Diego Obligated Multi-Year Community Investments July 2002 – June 2004



Legend	
Physical Health 35%	\$18,810,812
Social-Emotional Health 42%	\$22,548,164
Cognitive Development 16%	\$8,837,938
Unallocated 7%	\$3,803,086
Total	\$54,000,000

First 5 Commission of San Diego

Strategic Plan Update

July 2003 - June 2006

Strategic Plan approach

- A framework for HOW the Commission will do business
- Implementation Plan describes WHAT the Commission will do in the coming year.

How we developed the plan

- Ad hoc planning committee of
 - Commissioners Colling and Ryan
 - TPAC members Cameron, Carlson, Gist, Martinez, Tressler (representing leadership teams)
 - Staff
- 14 meetings since March, 2002
- Over 300 “person hours”

Community input

- 20 community conversations throughout the year
- 13 conversations with community members for strategic planning
 - Throughout the county
 - Over 300 participated
 - Almost 48% parents
 - Translation for 11 languages

Expert input

- Commission
- TPAC
- Leadership teams
- Provider groups
 - Child Care and Development Planning Council
 - Early Childhood Mental Health Committee
 - Pediatrics Leadership Council
 - School Health Innovation Program

Some recurring themes

- Children are born ready to learn
- Abundant resources exist; use them
- Enlist the community for planning, outreach, education
- Support the parents to support the child

Vision

- Every child in San Diego County will enter school ready to learn.

Mission

- Achieve the vision by:
 - Funding services through grantmaking to achieve priority results
 - Advocating for policy change at local, state and national levels
 - Acting as a catalyst and leader for coordinating and integrating existing resources
 - Building community capacity and infrastructure to support families

Strategic Plan also outlines . . .

- Values
- Operating Guidelines
- Data on community needs and trends, from community members, providers, public comment, other needs and assets assessments

Planning for results

- Committed to results-based accountability:
 - **Results:** What conditions do we want to improve?
 - **Strategies:** What can we do that we think will work?
 - **Indicators:** What can we measure to show us what we're doing is working?

Framework for considering results areas

- ∄ Children are physically healthy
- ∄ Children are socially and emotionally healthy
- ∄ Children are cognitively developing appropriately
- ∄ Families and communities support children's readiness for school

Focusing on priority results

- Do a few things well to make a difference
- Plan for the long term
- Not every need can be met by First 5 funds
- Work to refine priorities

Criteria for choosing priority results

- Result is consistent with focus & intent of Prop 10 & First 5 San Diego Strategic Plan
- First 5 can credibly make a difference
- Result affects considerable number of children and families
- Result is easily understood
- Result does not duplicate or supplant responsibilities of other entities

Indicators

- Align with First 5 California indicators
- Develop additional specific indicators for local priority results

State initiatives

- Offer an opportunity for leveraging funds and resources
- First 5 San Diego will participate when:
 - ✧ Initiatives meet San Diego Commission's "Criteria for Choosing Priority Results"
 - ✧ Initiatives are consistent with the local Commission's established Implementation and Allocation Plan
 - ✧ Funds are available to support local implementation.

Including the community

- Inclusive governance -- including the community in planning, decision making and evaluation
- Developing community capacity to improve communities and lives of children and families

Collaboration and integration

- Bring together existing community resources
- Use funding process to foster partnerships and new linkages

Funding Principles

- Responsibility: spend wisely
- Accountability: open, inclusive processes
- Prioritization: a few specific priorities
- Leveraging: supplement or match
- Low-cost or no-cost solutions
- Adequate support to achieve outcomes

How funds will be used

- **Commission initiatives** to support priority results, including State initiatives
- **Administration** including public information and education and evaluation
- Excess revenue or unallocated funds will be put into **sustaining reserves** to stabilize and extend

Funding processes

- Grants -- Requests for Proposals, planning grants, mini-grants, etc.
- Contracts or other funding mechanisms
- Consistent, predictable funding cycles
- Unsolicited proposals will not be accepted

Financial plans

- Financial Plan (20 years)
- Strategic Plan (3 years)
- Funding Allocation Plan (3 years)
- Annual budget (1 year)

Evaluation

- Local evaluation
- Evaluation of funded projects
- Statewide evaluation
- Long-term, community-wide evaluation

Questions

- Do you agree with the approach of choosing and focusing on a few specific priorities for the long term?

Questions

- Do you agree with extending the long-term financial plan over 20 years?

Questions

- Do you agree that the sources of sustaining reserve funds should be excess revenue and unallocated funds?

Questions

- Do you agree that unsolicited proposals should not be accepted?

First 5 Commission of San Diego

Implementation Plan
2003-2004

Implementation Plan describes

- Priority results for Commission activities for 2003-2004
- Strategies -- how funds will be used

Lessons learned and used

- Focus on results
- Continue to refine priorities to do a few things well
- Plan for the long term
- Multi-year funding

Recommended Priority Results for 2003 - 2004

Children are physically healthy: Results and strategies

- New parents are knowledgeable about children's health
 - Kit for New Parents (addresses all priority areas)
- Critical health issues are identified and addressed
 - Countywide assessment to identify priority health issues related to school readiness and recommend strategies
 - Health consultant program for child care providers
- Oral health providers have skills for 0 to 5
 - Training of oral health providers

Children are socially and emotionally healthy:

Results and strategies

- Child care providers are trained in child development
 - Educate and retain through CARES program
- Providers have skills to address social, emotional and behavioral issues in 0 to 5
 - Training of child care, medical and mental health providers about 0 to 5 age group
- Behavioral health services are linked, coordinated
 - Regional behavioral health task force to plan for linking and coordinating services

Children are cognitively developing appropriately: Results and strategies

- Parents understand how to support cognitive development and pre-literacy
 - Information and support to parents as children's first teachers
- Child care providers support cognitive development and pre-literacy
 - CARES program and mini-grants for materials
- Pre-literacy and literacy programs are linked, coordinated countywide
 - Pre-literacy planning collaborative for long-term plan

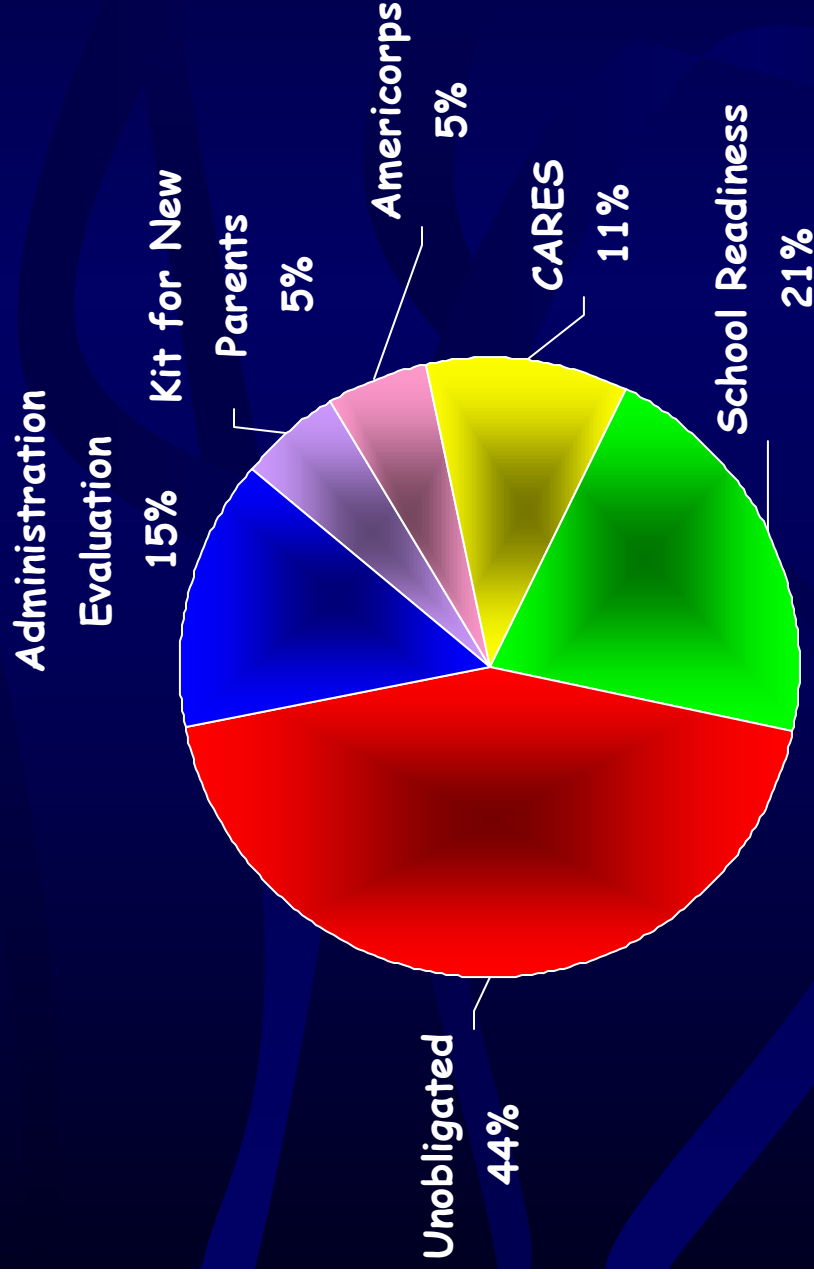
Families and communities support children's readiness: Results and strategies

- Parents, schools, communities share understanding of school readiness
 - Identify commonly accepted expectations
- Parents and community are involved in improving lives of children and families
 - Support and expand community engagement
 - Support work of community members in AmeriCorps
- Community resources are linked and coordinated
 - Develop and strengthen partnerships among funders

Recommended funds allocation for 2003 - 2004

- Commission initiatives \$24.5 million
 - Includes state and other initiatives
- Administration \$4.0 million
 - Includes public information and education, and evaluation

First 5 Commission of San Diego 2003-2004 Draft Allocation



Legend

Kit for New Parents (Kit/ Customization)	\$1,500,000
Americorps	\$1,500,000
CARES	\$3,000,000
School Readiness	\$6,000,000
Unobligated	\$12,500,000
Subtotal - Programs	\$24,500,000
Administration/Evaluation	\$4,000,000
Total	\$28,500,000
FY 2002 - 03 Budget	\$32,000,000
	10

DRAFT 1/17/03

**FIRST 5 COMMISSION OF SAN DIEGO
STRATEGIC PLAN
JULY 2003 – JUNE 2006**

Commission Members 2002

Technical and Professional Advisory Committee

Leadership Teams

Civic Engagement

Evaluation

Literacy

School Readiness

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- A. Summary of Community Conversations
- B. Theory of Change
- C. First 5 California Indicators
- D. Implementation and Allocation Plan

Proposition 10: The Opportunity

The California Children and Families Act (Proposition 10) was passed by voters in November 1998. This statewide ballot initiative increased the tax on cigarettes and tobacco products. The revenue is being used to provide comprehensive, integrated systems to promote early childhood development from the prenatal period to age five. Health, child care and parent education programs are funded at the county level to best meet local needs as determined by each community. The intent is for all children to be healthy, to be cared for in strong and supportive environments, and to enter school ready to learn.

The Commission, TPAC and Leadership Teams

In December 1998, the San Diego County Children and Families Commission was established to implement the Act on a local level. The Commission consists of five members appointed by the County Board of Supervisors: a member of the Board of Supervisors, the Director of the Health and Human Services Agency, an officer of an appropriate County function, and two members at large. Working closely with advisory committees and the community, the Commission adopts a Strategic Plan, selects priority results for improving the lives of children and families, and oversees the implementation of the Strategic Plan, including funding activities.

The Commission is advised by a 15-member Technical and Professional Advisory Committee (TPAC) of professionals representing many diverse segments of the local community, including parents, health care providers, child development specialists, researchers, community-based service providers, and educators. Their role is to inform the Commission about community needs, existing resources, research and best practices, and to advise the Commission concerning the Strategic Plan.

Leadership teams also support the work of the Commission with special expertise concerning large and long-term initiatives. The leadership teams, made up of 10 to 15 individuals, advise the executive director and help design, guide and evaluate the implementation of the initiative. Currently there are four leadership teams, supporting civic engagement, literacy, school readiness and evaluation.

A New Name for the Commission

In 2002, the California Children and Families Commission adopted the name "First 5 California." The purpose for this change was to communicate that the State Commission is dedicated to improving the lives of California's children in their first five years of life. In October 2002, the San Diego County Commission adopted the new name "First 5 Commission of San Diego" to better reflect its focus.

The Strategic Planning Process

In early 2000, the Commission produced its first *All 4 Kids* Strategic Plan, which addressed initial priorities and longer-term infrastructure development activities such as building partnerships and establishing evaluation, data and reporting systems. The first year of operations under this Strategic Plan included discussion, information gathering, priority setting, and funding activity. Lessons learned helped the Commission and the community clarify goals and methods for maximizing the opportunities offered by Proposition 10. The Commission's second Strategic Plan for 2001 to 2003 built on the accomplishments, infrastructure and wisdom developed under the first year's plan. As it worked to meet the goals of its second Strategic Plan, the Commission broadened its community engagement, improved funding processes, fostered collaboration among community agencies, developed an evaluation plan, and moved towards more focused, results-based planning.

This Strategic Plan for fiscal years 2003/4 to 2005/6 reflects the growth and progress achieved through three years of work, commitment, and shared experience aimed at improving the lives of children and families. The plan is the result of extensive dialogue among Commissioners, TPAC members, community members throughout the county, content experts, and public and private agencies. A committee of Commissioners, TPAC members, leadership team members and staff compiled the plan. This committee reviewed the Strategic Plan for 2001 to 2003 and modified or added sections as needed to clearly present the Commission's plans for the next three years. Their planning process included:

- # Defining the vision, mission, values and operating guidelines for the Commission's work
- # Assessing the needs of children and families in San Diego County, and the values and priorities of the community
- # Establishing criteria for setting priorities at each stage of the planning process
- # Choosing priority results to guide Commission activities
- # Setting guidelines for allocating Commission funds and other resources
- # Identifying indicators of success.

This Strategic Plan is a framework to guide how the Commission will approach its work. The plan will be reviewed annually and will be implemented through an annual Implementation and Allocation plan. Strategic planning is an ongoing process, and the Commission will continue to rely on public input to determine pressing needs and develop realistic solutions.

Vision

Every child in San Diego County will enter school ready to learn.

Mission

The First 5 Commission of San Diego provides proactive leadership to achieve this vision by:

- # Funding services through grantmaking to achieve priority results
- # Advocating for policy change at local, state and national levels
- # Acting as a catalyst and leader for coordinating and integrating existing resources
- # Building community capacity and infrastructure to support families

Values

As it makes decisions and determines directions, the Commission holds to these values:

- # We are committed to the success of all of our children.
- # We support the role of parents as the child's first teachers.
- # We embrace the diversity of San Diego's communities.
- # Our communities possess our greatest assets and their participation is essential to our success.
- # The Commission and the community are mutually accountable to our children.
- # Readiness to learn involves physical, mental, social, emotional and developmental well-being.

Operating Guidelines

The work of the Commission, in all of its roles, is shaped by the following guidelines, developed with the participation of the community:

- # Open and inclusive processes
- # Seamless, family-focused systems
- # Responsiveness to the needs of all children
- # Culturally competent approaches
- # Prevention and early intervention
- # Partnership and collaboration
- # Proven programs and innovations
- # Prioritization, allocation and leveraging of resources for maximum results
- # Promotion of no-cost and low-cost solutions
- # Community and intergenerational solutions
- # Measurable and sustainable results

Assessing Community Needs and Priorities

San Diego County's economic, social, demographic, healthcare and education environments are undergoing rapid changes. Assessing the needs of San Diego County's children and determining the community's priorities for funding is a continuous process to ensure that Proposition 10 funds are effectively used to support positive change. The Commission maintains current knowledge of community needs and priorities by:

- # Assessing County data on community-wide trends
- # Conducting community conversations to directly ask community members about values, needs, and priorities
- # Encouraging public comment at all TPAC and Commission meetings
- # Convening leadership teams or ad hoc committees focused on specific issues
- # Soliciting research or in-depth reports from experts in areas such as education, parenting, health, and evaluation
- # Incorporating information from other organizations' needs assessment, asset mapping and civic engagement activities.

San Diego County Data and Trends

San Diego County is the second largest county in California and the fourth most populous county in the United States. The County contains 18 incorporated cities, 43 school districts, and 3,600 square miles of unincorporated area, a complex and often overlapping patchwork of jurisdictions that provide services for children, families, and communities.

Of the almost three million people living in the County, approximately 240,000 are children under age six. Almost 19% of the County's population are immigrants who come from other countries, and our residents speak 68 different languages. According to census data, 36% of San Diego County's children ages 5 to 17 speak a language other than English at home; of these, 29% live in homes where no one over age 14 speaks English "very well."ⁱ

The following chart shows the ethnicities of our children under age six and the projected percentages of the ethnic groups for the year 2020.

**San Diego County Children Ages 0 through 5
2000 and 2020ⁱⁱ**

Ethnicity	2000	2020 Estimate
Total number of children	240,000	327,000
White	42 %	33%
Hispanic	42%	51%
Black	6%	5%
Asian	10%	11%
Native American and Other	less than 1%	less than 1%

San Diego County data on children 0 to 5 present some striking statistics:

- # Over 17% of children under age six live in poverty, as defined by the federal poverty level, and almost 43% live in families with incomes that are below 200% of federal poverty levels.ⁱⁱⁱ
- # Almost 20% of mothers delivering infants in San Diego County do not receive prenatal care in the first trimester.^{iv}
- # Of every 1,000 babies born in San Diego County, 28 are born to teen mothers ages 15 to 17. The teen birth rate for Hispanics is over 64 per 1,000 babies born.^v

- # Approximately 5% of children have at least one sensory, physical, mental or self-care disability.^{vi}
- # Tooth decay is the most common well-child diagnosis in the San Diego County Child Health and Disability Prevention (CHDP) program. However, only 56% of California's preschool children have visited a dentist.^{vii} Our county has only 38 pediatric dentists and fewer than 200 general dentists who treat children ages 0 to 5. Of these, an estimated 20% accept Denti-Cal patients.^{viii}
- # Rates of childhood overweight and physical inactivity are rising. Although there is little information on children ages 0 to 5, data show that, among school children in San Diego County's assembly districts, between 17% and 36% of children are overweight and at least 25% are unfit.^{ix}
- # An estimated 133,000 children under age six in San Diego County need child care, but child care subsidies for low-income families are inadequate to meet the need. Approximately 59,000 children ages 0 to 5 are cared for in unlicensed or provider-exempt arrangements^x, and at least 40% of subsidized provider care chosen by CalWORKS parents is with license-exempt relatives or friends.^{xi}
- # For families earning \$30,000 per year or less, typical costs for infant care in a licensed child care center would consume 25% of their income.^{xii}
- # The turnover rate for child care staff in San Diego County is estimated at over 30% annually, a rate that negatively affects quality of care.^{xiii}
- # An estimated 422,000 adults living in San Diego County cannot read and write well enough to meet everyday needs. Children's literacy levels are strongly linked to the educational level of their parents.^{xiv}
- # Every year, over 37,000 children in our county enter public kindergarten.^{xv} Although preschool experience is known to improve school readiness, the majority of children entering kindergarten have not attended preschool. Many have not been exposed to other experiences to prepare them socially and cognitively for school.^{xvi}
- # Observational data on preschoolers indicate that between 4% and 6% have serious emotional and behavioral disorders. Studies show that the emotional, social and behavioral competence of young children predicts their academic performance in first grade, over and above their cognitive skills and family backgrounds.^{xvii}

Community Conversations

As part of its ongoing community inclusion efforts, the Commission conducts a minimum of twelve community conversations each year. These conversations, held at locations throughout the county, directly solicit input from the community on issues of importance. Reports of all community conversations are sent to the Commission and TPAC to guide them in their decision making. In addition to regular conversations, thirteen additional conversations were held specifically to assist with planning for this Strategic Plan. The conversations were held in partnership with the San Diego County Commission on Children, Youth and Families and the San Diego County Child Care and Development Planning Council.

Over 300 participants (48% of them unaffiliated parents) attended the conversations. Translation was provided in eleven languages. Community members discussed specific questions framed to elicit their values and priorities and to identify institutions, resources and groups important to families. A Commissioner, TPAC or staff member, or other community partner facilitated each conversation, and Commissioners and TPAC members attended the conversations.

Public Comments at Commission and TPAC Meetings

The Commission and TPAC meet monthly. All meetings are public, and every agenda presents the opportunity for public comment on items on and off the agenda. Every quarter, the TPAC meeting is held at a

community site, rotated by region. Additionally, the public is invited to provide comments to the Commission by mail, fax, e-mail, or voice mail. The Commission welcomes and encourages these avenues of public communication as a means of keeping informed about needs and priorities.

Incorporating Information from Other Needs Assessments

During the strategic planning process, the Commission and TPAC received findings from other community strategic planning efforts for health and human services programs, as well as information submitted by community individuals and agencies regarding specific problems, existing community programs and resources, and best practices. Examples of these other resources are the San Diego County Health and Human Services Agency Strategic Plan, the Community Health Improvement Partners health needs assessment, and the San Diego County Child Care and Development Planning Council needs assessment.

Common Themes

Beginning with the Commission's first strategic planning process, and continuing through all of the community conversations since then, several themes remain strong. These themes have been consistent across all of our communities:

- # Children are born ready to learn. We must provide them with a home and a community environment that will support and encourage them.
- # Communities want services and support systems that are located in neighborhoods, culturally sensitive to the people being served, and locally controlled by community members and collaboratives.
- # Programs must access the traditional institutions that are an integral part of the community experience. Staff, providers, teachers, administrators and policy makers must reflect the population served.
- # Home visiting programs providing health care, early assessment of problems, parent education and referral to resources can greatly enhance readiness for school.
- # An abundance of outstanding resources, programs and services exist in our County, and many of them have developed successful collaborations for serving their communities.
- # Community members represent a wealth of untapped human resources, available to work hard at planning, outreach, and education.
- # The entire community has a responsibility to make children a priority and to ensure that our children enter school ready to learn.
- # Parent education and support are most important. We should "support the parents to support the child."
- # We need better partnerships and relationships among parents, schools, and teachers. Many parents are not involved in their children's education and feel unwelcome at schools.
- # The business community can greatly support parents and children through family friendly policies and practices and support of schools. They can be powerful partners in achieving Proposition 10 goals.
- # San Diego County has significant deficiencies in housing, transportation, health insurance, and child care. We need to expand eligibility for existing public programs to include families who don't qualify for subsidies but can't afford to pay on their own.

PLANNING FOR RESULTS

The First 5 Commission of San Diego County has adopted a results-based approach to guide its activities. This approach bases planning and evaluation on the results the Commission wishes to achieve for children and families. Results-based planning defines:

- # **Results:** What conditions do we want to improve for children and families?
- # **Strategies:** What can we do that we think will work?
- # **Indicators:** What can we measure to show us what we're doing is working?

The Over-Arching Result

The Commission envisions a single, over-arching result:

All of San Diego County's children will enter school ready to learn.

This result guides all local decision making for funding, collaboration and advocacy.

Focusing Priorities

Ensuring that every child achieves school readiness requires that

- # Children are physically healthy
- # Children are socially and emotionally healthy
- # Children are cognitively developing appropriately
- # Families and communities support children's readiness

These conditions, or categories, offer a useful framework for the Commission as it considers what specific results it can most effectively accomplish. Not every community need can be met by Commission funding. Since the inception of Prop 10, the Commission and community have emphasized the importance of choosing to do a few things well, rather than spreading precious funds over a broad range of activities. Each year the Commission has worked to refine its priorities. It will continue to select specific, focused priority results that lead to school readiness.

Criteria for Choosing Priority Results

To choose its priority results, the Commission uses the following criteria, based on its values and operating guidelines as well as guidance from the community:

- # The result is consistent with the focus and intent of Proposition 10 and the First 5 San Diego Strategic Plan
- # The First 5 Commission can credibly make a difference.
- # The result affects a considerable number of children and families.
- # The result is easily understood.
- # The result does not duplicate or supplant the responsibilities of other entities.

Choosing Strategies for Results

The Commission will work closely with TPAC, the leadership teams and the community to determine the strategies or activities to achieve its priority results, using the Strategic Plan as a framework. For each result, the Commission will determine its most appropriate role as outlined in its Mission – funding services,

advocating for policy change, coordinating and leveraging existing resources, developing infrastructure, and building community capacity.

Indicators

The Commission is strongly committed to accounting for results as measured by practical and accessible data. The State Commission, First 5 California, has selected indicators that will be used to measure results statewide. The First 5 San Diego Commission has adopted these indicators to assess local results. It will review these indicators annually to ensure that they are aligned with local priorities. In addition, the Commission will continue to work with the community, TPAC, leadership teams and evaluation experts to identify other specific indicators to measure progress towards achieving local priority results. The criteria for choosing these indicators are:

- # They are easy to understand
- # The data are not difficult to collect and track
- # They are a reliable measure of the chosen results
- # They are available from existing data sources or represent an important area for development of new data sources
- # They can be analyzed by county region, race, ethnicity, or language
- # They are aligned with or support First 5 California indicators consistent with local priorities.

State Commission Initiatives

First 5 California has developed specific, long-term initiatives that aim to achieve results for children and families on a statewide basis. First 5 California provides matching funds, technical assistance, public information campaigns and other resources to counties to support counties' participation.

These statewide initiatives offer valuable opportunities for leveraging funds and resources to impact children and families throughout the state. As future State Commission initiatives become available, the First 5 Commission of San Diego will consult with TPAC, the leadership teams, the community and grantees to determine whether

- # The initiative meets San Diego Commission's "Criteria for Choosing Priority Results"
- # The initiative is consistent with the local Commission's established Implementation and Allocation Plan
- # Funds are available to support local implementation.

A Lasting Legacy

Ultimately, the Commission aims to leave a lasting legacy to the children and families of San Diego County. This legacy must go beyond program sustainability and focus on long-term outcomes for children and families. It will include:

- # A vision and commitment shared throughout the community that children will enter school ready to learn
- # Strong partnerships and networks among communities, parents, providers, businesses, schools and government to ensure that the vision is realized
- # Parents who have the skills, confidence and support to nurture their children and are actively engaged in planning and decision-making for their communities
- # Community organizations and service providers that are effective and focused on results
- # Public policy and systems that are family-focused and responsive to the community.

ONGOING COMMUNITY ENGAGEMENT

Through ongoing community engagement efforts, the Commission maintains broad community relationships and seeks public guidance and input regarding assets, needs and priorities. For advice or assistance in resolving difficult issues such as priorities and directions, the Commission engages community partners such as parents, residents, educators, public safety groups, health and child care providers, associations, faith communities, grantees and advocacy groups.

Civic Engagement Leadership Team

The Civic Engagement Leadership Team guides the Commission's community involvement and inclusion in all planning and evaluation. Their goal is to truly integrate the community into the work of the Commission. The team, chosen for their geographic, ethnic and professional diversity, includes County officials, a Commission member, TPAC members, and representatives of the community throughout all six County regions.

Community Inclusion Plan

Through early work with the Civic Engagement Project and the Results for Children Initiative, the Commission identified the need for a clear plan to provide structure and cohesion to all of its community engagement activities, including ongoing conversations, community events, and newsletters and a website to inform the public about Proposition 10 activities or opportunities. The Civic Engagement Leadership Team developed *Hand in Hand 4 Kids: A Community Inclusion Plan*, which guides outreach, engagement, media relations and public information sharing activities.

COLLABORATION AND INTEGRATION

As reflected in its mission and operating guidelines, the Commission is committed to bringing together existing community resources to benefit children and families. The community-based approach and funding capabilities of the Commission give it a unique potential for acting as a catalyst for collaboration and integration of child and family services across traditional lines. The funding process will be a key component for fostering partnerships, utilizing existing collaboratives, and encouraging new linkages to achieve this integration.

The Commission will also ensure that it coordinates with other governmental and non-governmental organizations to achieve mutual goals. This may include, for example, partnering for civic engagement and planning activities or sharing of resources to achieve large, countywide results.

ALLOCATION OF RESOURCES

Revenue allocations from the State Commission will be used for new services or to supplement existing levels of service, not to fund existing levels of service. No money in the California Children and Families Trust Fund will be used to supplant state or local general fund money.

Funding will reflect the goals and priorities identified by the Commission as guided by the Strategic Plan. In all funding decisions, the Commission will balance priority area, outcome, geographic, and ethnic considerations. When appropriate, funds will be used to leverage additional public and private support for long-term continuing services.

Funding Principles

The following principles will continue to guide the Commission as it oversees the use of Proposition 10 funds:

- # **Responsibility:** Proposition 10 funds present an opportunity to improve the lives of our children, and the money must be spent wisely.
- # **Accountability:** The funding process will be open and inclusive, and all financial reports will be public documents.
- # **Prioritization:** Proposition 10 funds cannot meet all of the needs of the County's children. Funding must be directed to a few specific priorities.
- # **Leveraging:** Funds can be optimized by supplementing, pooling or matching existing resources.
- # **Low-cost or no-cost solutions:** The Commission can use its formidable human and institutional capital to effect system change at little financial cost.
- # **Adequate support:** Activities to achieve important outcomes may require extended funding periods and support.

Through community engagement, ongoing review of progress and response to challenges, the Commission will continue to develop and refine its funding principles and priorities. Critical to success is the ability to adjust programs and distribution of resources as necessary.

How Funds Will Be Used

First 5 Commission of San Diego funds will be allocated to:

- # Commission initiatives, to support the local Commission's priority results or to support or match State Commission or other initiatives on a local level
- # Administrative funds, including funds for public information and education. Administrative funds will also support evaluation of funded activities, community-level results and Commission operations, as well as technical assistance to grantees. Administrative costs will be kept as low as possible commensurate with responsible management of a comprehensive, countywide program.

Any excess revenue or unallocated funds will be placed in a sustaining reserve to stabilize funds and extend support for priority results.

Funding Processes

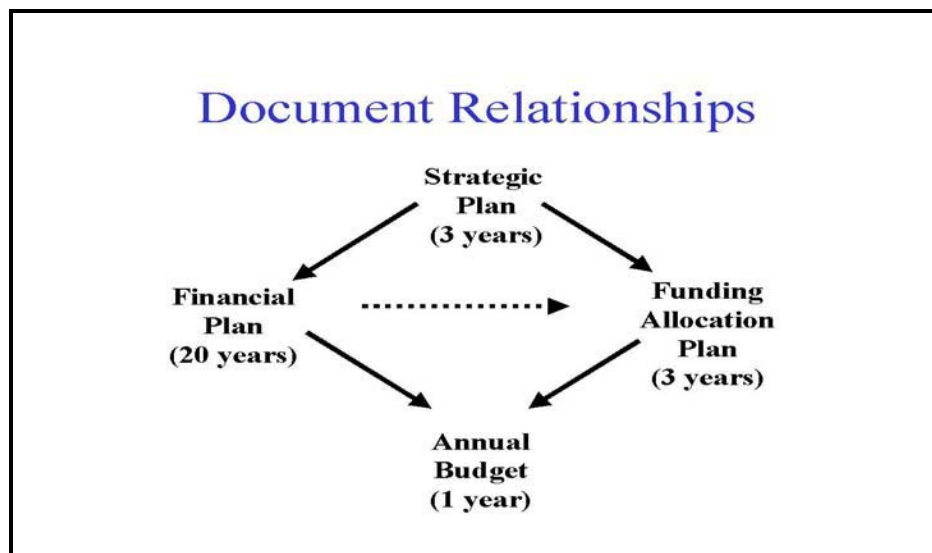
Funding processes, award amounts and funding terms will be used as appropriate to the specific priority result. Funds may be awarded through Requests for Proposals, Requests for Grant Applications, contracts, mini-grants, planning grants, or other funding mechanisms. Unsolicited proposals will not be accepted. As feasible, the Commission will establish consistent, predictable grant cycles.

Financial Planning

Three financial plans, guided by the Strategic Plan, will be maintained by Commission staff.

- # A long-term financial plan will provide a long-term framework for funding strategic priorities. It is expected that Proposition 10 funding will decrease over time. To stabilize funds and extend them over a longer period, Proposition 10 funding not allocated as part of the annual budget process will be invested in a sustaining reserve fund designed to maintain service levels for twenty years. This period will allow for long-term evaluation of children reached through First 5 activities as they enter adulthood.
- # A funding allocation plan, extending over three years, will allocate total funding to programs or categories of services.
- # An annual budget will develop specific forecasts and expenditure plans by revenue and expense account.

Each of these plans will be updated and approved by the Commission annually. The Commission will continue to seek advice on finance and investment strategies from private, community, business, foundation, and academic experts.



EVALUATION

The Commission and the community are mutually accountable to the children of San Diego County for effective use of Proposition 10 funds to achieve school readiness. Working with the community, the Evaluation Leadership Team, and State and local evaluators, the Commission will ensure that results-based evaluation is an integral part of all of its planning and activities.

Evaluation Plan

The principles that govern all evaluation activities are outlined in the Commission's evaluation plan, *Results 4 Kids: Numbers and Stories*. This plan, developed by the Civic Engagement Leadership Team, is a guide for the Commission, the community, and the experts who work with them. It describes the why, what and how of measuring the results of Proposition 10 activities, and states the Commission's commitment to including the community in evaluation planning, implementation and interpretation.

As indicated by the title of its evaluation plan, the Commission believes that measuring and clearly describing results require both "numbers" and "stories." Numbers report what can be counted: how many families are better off, or what percent improvement is shown in target areas such as health, child care or literacy. Stories present the rest of the picture: why programs work, impacts on the lives of children and families, changes in the community, and new ways of doing government business.

Results 4 Kids details:

- # The principles that guide evaluation: open, honest, simple, meaningful and inclusive processes
- # The levels of evaluation: community-level results, funded programs, community capacity building, and Commission operations
- # Evaluation methods that will be integrated at all stages of planning, community involvement and funding
- # Coordination of efforts with other governmental and non-governmental organizations
- # Ongoing community participation in setting priorities, choosing results and indicators, and gathering data
- # Reporting of results to the State and county commissions, the community, potential partners, and child and family professionals.
- # The resources that will be provided for evaluation, including leadership, staff, expert help, and technology.

Long-Term, Community-Wide Evaluation

The Commission is committed to accounting for results as measured by practical and accessible data. Evaluation experts have assisted the Commission and the Evaluation Leadership Team through in-depth research on community-wide indicators for priority results. Their focus was on choosing indicators that are easy to understand and that can be analyzed to show results in various communities or regions. When possible, indicators will use data already available from existing sources. The Commission will collaborate with other data gathering efforts, such as the County Child and Family Health and Well-Being Report Card, the United Way Community Impact Survey, and other local and state children and families reports. These community-wide indicators typically show results over the long term.

Evaluation of Funded Projects

Commission-funded projects are evaluated on their accomplishments and shorter-term results. Applicants for funding are required to describe how they will evaluate achievement of results as related to the identified priorities. Commission staff work with grantees to identify appropriate evaluation measures and to develop evaluation skills. A comprehensive data system will be established to enhance the consistency and accuracy of information from funded projects. The data will be used to evaluate the rate of progress towards the identified results, demonstrate the effectiveness of programs and services, and identify needs for improvement.

Statewide Evaluation

First 5 California will evaluate the effects of county commissions' efforts on large groups of children in the state, using community-wide indicators. Counties will report to the State Commission on those indicators addressed through their local activities. County and State evaluation activities and data will be coordinated to maximize the comparability of data across counties.

NOTES

¹ Annie E. Casey Foundation, "Kids Count."

² San Diego Association of Governments.

³ Annie E. Casey Foundation, "Kids Count."

⁴ Community Health Improvement Partners, "Charting the Course 2001."

⁵ San Diego County Child and Family Health and Well-Being Report Card 2001.

⁶ Annie E. Casey Foundation, "Kids Count."

⁷ San Diego County Dental Health Coalition. "Oral Health Report for San Diego County," 2002, p. 8.

⁸ Survey conducted by Children's Hospital of San Diego Anderson Dental Center, 2002.

⁹ California Center for Public Health Advocacy, "An Epidemic: Overweight and Unfit Children in California Assembly Districts," December 2002, 5, 54.

¹⁰ Bassoff, Betty Z., "San Diego CARES Baseline Program Impact Survey: Centers," November 2002.

¹¹ San Diego County Child Care Development and Planning Council, "Meeting the Child Care Needs of San Diego County Families, Needs Assessment Summary" January 2000.

¹² Bassoff, Betty Z., and Monica Brown, "Meeting the Child Care Needs of San Diego County Families." San Diego County Child Care and Development Planning Council, June 1999.

¹³ San Diego County Child Care Development and Planning Council, "White Paper on Child Care Staff Compensation," August 2000.

¹⁴ San Diego Council on Literacy. "Literacy Services (READ/San Diego) Fact Sheet."

¹⁵ California Department of Education, Education Data Partnership, www.ed-data.k12.ca.us.

¹⁶ Chang, Jennifer Y. "At Home and in School: Racial and Ethnic Gaps in Educational Preparedness." *California Counts: Population Trends and Profiles* 3:2, 6-7, November 2001.

¹⁷ National Center for Children in Poverty, "Ready to Enter: What Research Tells Policymakers About Strategies to Promote Social and Emotional School Readiness Among Three- and Four-Year-Old Children." July 2002.

**FIRST 5 COMMISSION OF SAN DIEGO
IMPLEMENTATION PLAN JULY 2003 – JUNE 2004**

every child in san diego county will enter school ready to learn

Children Are Physically Healthy	
Priority Results	Strategies
New parents are knowledgeable about children's health.	# Provide the Kit for New Parents to all new parents ¹
Critical health issues that impact school readiness are identified and addressed.	# Support a countywide needs and assets assessment to identify priority health issues related to school readiness for children of San Diego County, and develop research-based recommendations for strategic initiatives to address identified priorities # Support a health consultant program for child care providers
Oral health providers have the knowledge, skills and resources to treat children ages 0 to 5.	# Support training of dental health providers regarding care of children 0 to 5
Children Are Socially and Emotionally Healthy	
Priority Results	Strategies
New parents are knowledgeable about social and emotional development.	# Provide the Kit for New Parents to all new parents ¹
Child care providers are trained in child development.	# Educate and retain child care providers through the CARES Program
Providers have the knowledge, skills and resources to address social, emotional and behavioral issues of children ages 0 to 5.	# Support and train child care providers caring for children ages 0 to 5 with behavior problems # Support training for medical providers about identifying early behavioral health issues # Support training for mental health providers about early behavioral health issues (ages 0 to 3)
Behavioral health services are linked and coordinated.	# Support a regional behavioral health planning/coordinating task force to formulate a plan for linking and coordinating behavioral health services
Children Are Cognitively Developing Appropriately	
Priority Results	Strategies
Parents understand how to support cognitive development and pre-literacy.	# Provide the Kit for New Parents to all new parents ¹ # Provide information and support to parents to help them support cognitive development and pre-literacy
Child care providers understand how to support cognitive development and pre-literacy.	# Educate and retain child care providers through the CARES Program # Provide mini-grants for materials to support early learning and pre-literacy
Pre-literacy and literacy programs are linked and coordinated countywide.	# Support a pre-literacy planning collaborative to develop a long-term plan for San Diego County
Families and Communities Support Children's Readiness for School	
Priority Results	Strategies
Parents, schools and communities share an understanding of school readiness.	# Engage kindergarten teachers and other school professionals in conversations to identify commonly accepted expectations for school readiness
Parents and other community members are involved in developing and implementing strategies to improve the lives of children and families in their communities.	# Support the engagement of parents and community members in issue identification and solutions and promote parent leadership # Support the work of community members to improve their communities through the AmeriCorps program

¹ This strategy addresses physical, social/emotional and cognitive priority areas.

Community resources for children and families are linked and coordinated.	<div>#</div> <div>Support the development of the 211 information and referral program to support families of children ages 0 to 5</div> <div>#</div> <div>Develop and strengthen partnerships among private and public funders of programs supporting children and families</div>
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**FIRST 5 COMMISSION OF SAN DIEGO
ALLOCATION PLAN JULY 2003 – JUNE 2004**

Commission initiatives to support priority results, including State or other initiatives	\$20.5 million
Administration , including operating expenses, public information and education, and evaluation	\$3.5 million

TOP PRIORITIES

Train providers about identifying and addressing behavioral issues

- # Train **child care providers** (formal and informal) about caring for children with severe behavior problems
- # Train **mental health providers** about early issues (ages 0 to 3), attachment and bonding
- # Train **medical providers** and residents about how to identify early behavioral health issues

Ensure that behavioral health services are linked and coordinated

NOTES OF DISCUSSION

Resource information

- # Gather information about what exists for social/emotional support
- # Develop a resource manual with information about healthy development, prevention, types of intervention (this is happening, YMCA is updating their guide for parents and providers)
- # Inform families and providers about resources
- # YMCA CRS Health Line and "Trust Line" can reach informal care providers
- # Churches, libraries, other community sites can be a source of information and support
- # Prop 10 has funded an inventory of services

Identifying children with social/emotional issues

- # Identify children who don't meet "at risk" level but who have behavioral problems

Supporting children with behavioral problems and their parents

- # Classes for parents about redirecting children's behavior
- # Have places to refer children with severe behavioral problems
- # Support children with severe behavioral problems in inclusive settings
- # Home visits
- # Have an array of services for parents and providers

Training providers

- # Train child care providers in caring for children with severe behavior problems
- # Train providers about how to address parents regarding their child's behavior problems
- # Add appropriate classes to the CARES program
- # Provide staff development trainings (outside of the CARES program)
- # Train licensed as well as informal care providers
- # Have specialists (someone with a broad view of the problems) available to consult with child care providers
- # Train mental health providers about early issues, attachment and bonding
- # Mental health providers don't know how to handle children ages 0 to 3 and their parents
- # Train medical providers and residents about how to identify early behavioral health issues
- # There is a relationship between behavioral issues and certain health issues, such as asthma, hearing problems, and prenatal development

Supporting parents whose children are not in child care

- # Tot Line is a resource (although not staffed "live")
- # Have a live person phone service that can triage and connect parents to resources)Parenting Link may be developing this)
- # 211 referral service is being developed, and Prop 10 has funded an inventory

Coordination

- # Make sure that services are linked and coordinated

- # Ensure services can be sustained year after year
- # Maybe a planning grant can start this

Other comments

- # Services should be community-based

**PEDIATRICS LEADERSHIP COUNCIL
STRATEGIC PLANNING CONVERSATION
DECEMBER 11, 2002**

Top Priorities

1. Implement a central system for referral and linkage to existing resources, tracking, case management and followup for a variety of children whose conditions or social situations do not qualify them for established programs.
2. Fund some pilot programs on early childhood obesity, if the literature indicates this is an issue related to school readiness.

Notes from Discussion

1. Implement a central system for case management and coordination of care for a variety of children whose conditions or social situations do not qualify them for established programs such as the Regional Center.
 - # This system would be a source of information and referral to existing resources for parents and providers
 - # Case management and care coordination would include screening, linkage to appropriate services, tracking and followup.
 - # This system would provide a single source (a single phone number) that is stable and reliable (not funded for a year or two and then gone)
 - # The system would provide “air traffic control” for children with challenging conditions
- # Foster children
- # Children with chronic conditions or other special needs
- # Children who need developmental screening and appropriate care
- # Children of families with issues of child abuse, substance abuse or other issues
 - # Providers could be trained on how to screen and refer to this central resource
 - # Currently there is no single entity that serves this role
 - # HMOs do not perform this role for their members, and patients move from plan to plan if they do have health insurance
 - # Similar models exist for some issues:
- # Poison Control Centers
- # Immunization registry
- # Regional Center
- # North County community health centers routine screening and referral for substance abuse (a program funded by the County)
2. Fund some pilot programs on early childhood obesity.
 - # Parent, caregiver and provider training
 - # Components of nutrition training and exercise
 - # Two North County community health centers (North County Health Services and Escondido Community Health Center) have pilot programs
 - # Look at the literature to see if obesity is or is not related to school readiness.
3. Meet with school health physicians and other school health providers, such as those with the School Health Innovations Program, to get their input.

Attendees

Buzz Kaufman, MD, Chair – Children’s Hospital
Mike Antos, MD – Sharp Rees Stealy Medical Group
Greg Blaschke, MD – Navy
Steve Carson, MD – Primary Care Associates Medical Group
Chuck Freeman, MD – Kaiser Permanente
Kristin Gist, MS – Children’s Hospital, TPAC member
Herb Kimmons, MD – Children’s Hospital

Cindy Kuelbs, MD – Children’s Physicians Medical Group and Chadwick Center
Ken Morris, MD – North County Health Services
Gene Nathan, MD – Scripps, American Academy of Pediatrics, TPAC member
Mike Segall, MD – Children’s Specialists of San Diego, neonatologist
Nick Yphantides, MD – North County family practice physician
Kim Frink – First Five Commission of San Diego staff
Katy Finn – First Five Commission of San Diego consultant

**SCHOOL HEALTH INNOVATIVE PROGRAM
STRATEGIC PLANNING CONVERSATION
JANUARY 8, 2003**

Top Priority

- ## Weight and exercise (obesity)
 - ## Culturally appropriate parent and provider education
 - ## Coordinate with other local efforts

Notes from Discussion

Suggested priorities:

- ## Digital vision screening (as with SDCS and Shiley Eye Center pilot)
- ## Can screen children very early
- ## Lay person can be trained to screen, although it is best to have a health professional involved to notice issues
- ## Children can be screened at preschools, CDC sites, kindergartens
- ## Pilot project has a van with an optometrist, and glasses are made and dispensed on the spot
- ## Screening equipment costs about \$700.

- ## Access to preschool for all
- ## This is a means of reaching all children for social, academic, and health purposes

- ## Reading programs that start to reach the parents prior to the birth of their child.
- ## Reach Out and Read is a model that coordinates literacy with the well child visit.

- ## Parents as Teachers program
- ## Gives access to the parent, even those whose children do not attend preschool
- ## Has a health component about how to talk to your doctor, immunizations, obesity, nutrition, etc.
- ## Has been evaluated and shows that children of parents who have been in PAT succeed in school

- ## Obesity
 - ## A huge problem that starts before children enter school, even though existing data only refer to school-age children
 - ## The problem is related to a multitude of other health problems -- for example, dental decay due to drinking too many sodas
 - ## Must reach parents (including teen parents) and children with nutrition and exercise information
 - ## Reach them early, from pregnancy and breastfeeding
 - ## Reach them in a variety of sites: well child visits, preschools, etc.
 - ## Educate parent educators and providers, including physicians, about how to talk to parents about exercise and nutrition.
 - ## Coordinate with literacy efforts, and give books (or picture *novelas*) that have messages about good nutrition.
 - ## Make sure information is culturally appropriate. Some parents give children soda because they think it is cleaner than water, and some parents think a chubby baby is a healthy baby.
 - ## Coordinate with other local coalitions on children and weight, making one overarching campaign with a broad-based steering committee.
 - ## Find a local champion/role model, such as Gail Devers.

Attendees

Nancy Gaffrey, Chair, SHIP Nurse Consultant
Kathy Dundovich, Pediatrics, Kaiser Permanente
Katie Filzenger, Special Education, National School District
Martha Jazo-Bajet, Preventive Services, Community Health Group
Rose Marie Lofgren, Wellness Program, San Diego Unified School District
Dale Parent, Early Intervention Department, Chula Vista Elementary School District
John Polston, Medical Director, Universal Care
Diane Strum, Government Affairs, Kaiser Permanente
Kim Frink – First Five Commission of San Diego staff
Katy Finn – First Five Commission of San Diego consultant

First 5 Commission of San Diego

Item 8

State/Staff Report

Overview:

The First 5 Commission of California (FFCC) met on January 16, 2002. There was no December meeting of the FFCC. The California Children and Families Association (CCAFA) met on December 11, 2002 and January 15, 2003. This report includes a written summary of the FFCC and CCAFA meetings.

This report also includes a staff summary of local activities relevant to the First 5 Commission of San Diego, including a status report on the State budget, Project "Q" Kids, the procurement of a data evaluation system, the School Readiness launch and recruitment and selection of a new Commission Executive Director.

Discussion:

First 5 Commission of California (FFCC)

The CCAFA publishes "**Prop 10 Briefings**." The attached January 2003 edition provides a summary of the highlights from the January 16, 2003 CCFC meeting.

California Children and Families Association (CCAFA)

Minutes of the December 11, 2002 CCAFA meeting are attached. Minutes of the January 16, 2003 meeting were not available at the time the agenda was posted. A Copy of the December and January issues of "**Prop 10 Briefings**" providing highlights of the Association meetings is also attached. Copies of the January minutes will be made available to the Commission and members of the public at the March 3, 2003 Commission meeting.

San Diego County Children and Families Commission

State Budget

The Governor's proposed budget for Fiscal Year 2003 – 04 includes a sales tax increase of \$1.10 per pack of cigarettes. However, the budget also proposes a "hold harmless" provision for Prop 99, Breast Cancer Programs and First Five programs due to the effects of the new tax. This provision would provide a \$62 million backfill to Prop 10 to offset the funding loss as a result of the increased tobacco tax. If the backfill provision is not enacted with the new tax it is expected that revenues will decline by 10% in addition to the historical decline of 4 to 6 percent.

Project "Q" Kids

On February 8, 2003, KPBS and 10 News will sponsor The Project Q kids Expo to be held at The Ray and Joan Kroc Corps Community Center from 10:00 a.m. to 2:30 p.m. The Expo will allow parents of children 5 and under to learn more about how to prepare their children for kindergarten. The event is free and will include booths with many resources for parents focusing on health and safety information, entertainment, and prize drawings. At the event, Children's Hospital will offer development screenings for children and San Diego Safe Kids Coalition will check for proper car seat installation. Alpha of San Diego will be offering free children's vision screenings. Children will have the opportunity to meet PBS characters Caillou and Zoboo. Local television personalities Lisa Lake of 10News and Karen Rostodha, host of KPBS' *Full Focus*, will read stories with Caillou and Zoboo. The Project Q Kids Expo is part of the Project Q Kids grant awarded by the Commission to KPBS.

Data Evaluation System

At the November 2, 2002 Commission meeting, staff recommended that a contract be awarded to develop and implement a data evaluation system. The Commission expressed concern that the evaluation criteria used was so stringent that only one firm was able to meet the criteria. An ad hoc committee of Commissioners Lum and Bowen was formed to evaluate the selection criteria used and assess whether the criteria could be modified to allow for other vendors to compete for the data evaluation system. The ad hoc committee met on November 26, 2002. The Committee decided that a Request for Proposal (RFP) would be issued for the data evaluation system. The criteria to be used will be developed based on discussion at the Commission meeting and the ad hoc committee meeting and will be less restrictive than the criteria used in the Request for Statement of Qualifications process. At the November Commission meeting, the Commission approved a contract with the Gartner Group to assist staff with the development of an RFP based on Commission and ad hoc Committee input. Staff has been working with the Gartner Group to develop the RFP. It is expected that the RFP will be issued in late January.

School Readiness Launch

The State Commission's Chairman, Mr. Rob Reiner, will participate in a School Readiness launch in Southern California in late February or early March. San Diego was selected as one of the five local commissions in California to be included in the launch. As part of this event, Mr. Reiner will visit the National School District's School Readiness Program during his visit to San Diego.

TPAC Statement:	None.
Staff Recommendation:	Receive the State and Staff Reports.
Fiscal Impact:	None

Minutes

California Children and Families Association

December 11, 2002
10:00 AM – 4:30 PM
Palm Springs Hilton
Palm Springs, California

Attendees

Bernie Combs – Alpine
Adelina Osorio – Alpine
Judy Martin – Alpine
Tracy Furman - Amador
Nina Machado - Amador
Steve Thaxton – El Dorado
Steve Gordon - Fresno
Wendy Rowan – Humboldt
Steve Ladd – Kern
Jon-Michael Hice – Kings
Loretta Tucker – Kings
Misti Williams - Kings
Casey Beyer – Los Angeles
Lizanne Fleming – Los Angeles
Evelyn Martinez – Los Angeles
Amy Reisch – Marin
Camille Capo – Mariposa
Valerie Fitzer - Mariposa
Anne Molgaard – Mendocino
Jennifer Botta – Monterey
Lynn Roberts - Mono
Alyce Mastrianni - Orange
Kim Pfeiffer – Orange
Kelly Pijl - Orange
Mike Ruane – Orange

Arrin Banks - Riverside
Sharon Baskett - Riverside
Yolanda Carrillo – Riverside
Johnathan McDannell – Riverside
Stella Smith - Riverside
Carolyn Wylie – Riverside
Rowena Concepcion – San
Bernardino
Gloria Bryngelson – San Diego
Kris Perry – San Mateo
Rafael Lopez – Santa Cruz
Jennie Tasheff - Sonoma
Irene Morse - Tulare
Deb Wise – Tulare
Sheila Kruse – Tuolumne
Jamie Cook-Tate -- Ventura
Cindy Keltner – TA Service Center
(CHI)
Gregg Shibata – TA Service Center
(CHI)
Carla Dartis – Packard Foundation
Cathy Reich – Packard Foundation
Sherry Novick – CCAFA
Heather Johnson – CCAFA
Consultant
Nicole Singer – CCAFA Consultant
Brian Goodell – CS&O
Ruth Tobin – CS&O

Secretary-Treasurer Steve Ladd convened the meeting in the absence of President Pat Wheatley. Executive Director Caroline Wylie and Commissioner Connie Beasley from Riverside County welcomed members to Palm Springs. Introductions then took place.

1. **Approval of Minutes: November 20, 2002 Meeting**

A motion to approve the minutes as amended was made by Jennie Tasheff (Sonoma) and seconded by Steve Ladd (Kern). The motion was approved by unanimous voice vote as amended.

- The only amendment was to correct the spelling of Deb Coulter's name.

2. **Universal Preschool: A Discussion with the Packard Foundation and the Los Angeles, San Mateo and Alpine County Commissions**

Sherry Novick introduced the panelists: Cathy Reich, Program Officer, Packard Foundation; Carla Dartis, Program Officer, Packard Foundation; Evelyn Martinez, Executive Director, Los Angeles County; Kris Perry, Executive Director, San Mateo County; and Judy Martin, Executive Director, Alpine County.

- Cathy Reich opened the panel discussion with the presentation that was made to the Packard Foundation Board in September. The Packard Foundation staff is currently developing a work plan for a universal pre-school initiative which will be presented to the Foundation board in March. What they refer to as "the big, hairy audacious goal" is to have universal preschool throughout California within the next 10 years.
- Packard's asset base is now \$18 million, down from a high of \$80 million. Universal preschool will be the main goal, but the Foundation will still focus on health care and other child care issues.
- Why now is a critical time to pursue this strategy:
 - In the 1990s there was a growing focus on education and children. That focus is at risk due to budget issues.
 - By 2025, 48 states will have a preponderance of elderly population. Only California and Alaska do not fit this pattern.
 - The United States youth population in 2025 is projected to be 9.9 million. California will be the home to 5.2 million of those children.
 - Packard wants to achieve momentum – make children's issues a "third rail of politics," along with social security and education.
- Universal preschool definition:
 - Voluntary
 - Available to all 3 and 4 year olds
 - Variety of schedules and settings
 - Free for all children part-day
 - Affordable full-day programs
- Research shows that low income children in structured programs have:
 - Better school performance
 - Less involvement in juvenile justice system
 - Lower rates of teen pregnancy
 - Higher earnings and employment
- Need and interest in California:
 - 51% of 3 and 4 year olds in California are enrolled in some form of pre-school, nation-wide rate is 67%.
 - Captures broad public support
 - 64% strongly favor funding for universal preschool programs
 - Major constituencies support universal preschool

- Packard has formed a partnership with the Pew Charitable Trust (\$150 million over 10 years nationwide) to work in NY, NJ, IL, MA and then CA.
- Rafael Lopez (Santa Cruz) asked about the correlation between preschool enrollment and later school testing. Kathy stated that the research is not yet complete. In Georgia, where the oldest program is in place, data is being collected on third and fourth graders; that information is expected in late 2003 or early 2004. There is still a lot that is unknown.
- Steve Ladd asked about early education enrollment in the states mentioned in the presentation. What drove those? In New Jersey, it was a court decision that all low-income districts be required to offer universal preschool. In Georgia, pre-k is funded by a state lottery and available to all students regardless of income.
- Judy Martin explained how the Alpine County Commission decided to implement universal preschool. Community focus groups and two-days spent in visioning sessions with more than 40 community members led to making universal pre-school the number one priority for the county. Their plan also includes a focus on special needs care and development of facilities.
 - Facilities are a particular problem. Many services are currently provided in modular and old buildings (mold and asbestos issues). They decided to build a core facility in one area that serves the majority of the population and two satellite programs in smaller communities.
- Kris Perry explained that many in San Mateo had supported State School Superintendent Delaine Eastin's 1998 attempt to pass universal preschool legislation, which was unsuccessful. With the passage of Prop 10 in 1999, they had another opportunity.
 - At their 2001 strategic planning day, San Mateo dedicated \$10 million over 10 years for working families and then began a feasibility study of a preschool model. Working with the Packard Foundation, they developed a five-phase study focusing on the existing literature, financing, quality standards, recruitment – and determined the price tag to be about \$64 million in San Mateo County. They are planning a program for all 3 and 4 year-olds that includes full-day care at reasonable reimbursement rates. In order to implement, they will need to raise a lot of money, leveraging Prop 10 funds.
 - Due to the size of the program, it will have to be phased in annually, one group every year (certain ages, incomes and zip codes).
 - Anne Molgaard (Mendocino) asked how the commission made the decision to tackle this. Kris said there was tremendous optimism as a result of the universal health insurance program that was implemented previously. They're feeling confident even though there are a lot of issues to tackle in moving forward.
- Evelyn Martinez (Los Angeles) explained that LA got involved and has worked very quickly, developing a framework in just five weeks. One commissioner had advocated for it and support grew, including from Rob Reiner, who encouraged the development of the initiative. LA County Commission was already considering a \$100 million universal health care initiative and added a \$100 million initiative for universal preschool.
 - To provide some perspective on the challenges facing Los Angeles County, Evelyn provided some statistics:
 - Los Angeles County is 4,000 sq. miles
 - 88 cities
 - 81 school districts - LAUSD is the 2nd largest school district in country
 - 9.5 million population. 750,000 are ages 0 – 5 and only 100,000 are served by some type of preschool.
 - Facilities and workforce are major issues - not enough buildings or teachers. Recently LAUSD passed a bond measure for construction of new schools - \$30 billion over 30 years. \$80 million of the bond money will be geared toward child care centers or

- preschools. LAUSD will not necessarily run those preschools and child care services, but they will be within the school campuses.
- LA will develop a 10-year master plan which will require a 12- to 18-month planning process.
 - Rafael Lopez asked the three county panelists how this process has affected grant-making. Did county commissions shift in grant-making effort? How has the approach to universal preschool impacted current grantees?
 - Kris Perry stated that the San Mateo Commission was very disappointed in the grant applications it was receiving. A new vision for the future was not coming from applicants, so the commission moved from RFP process to a strategic approach for the next 10 years. Took surplus funding and focused on universal health care and universal preschool.
 - Judy Martin stated that through the RFP process they were either not receiving responses to their requests or it was “business as usual” – no innovative thinking from applicants. Alpine lacks badly in infrastructure; there is not even a Healthy Start program in Alpine County. The Commission may have to implement the new program itself.
 - For Los Angeles, it has not been a major shift. School Readiness was already an over-arching goal of the strategic plan. Staff had recommended narrowing focus of grant-making; can’t continue in the shotgun approach. The commission had a retreat and will get together one more time to finalize priorities and narrow the focus on universal preschool and health issues.
 - Sheila Kruse (Tuolumne) asked the panelists what percentage of anticipated annual revenue will go into universal preschool.
 - Alpine stated that 40% was targeted for facilities in first strategic plan. Re-doing strategic plan and working on School Readiness, all come together with universal preschool. New strategic plan will focus on the five focus areas of School Readiness and since the base funding is so small, they will develop a plan based on a matrix that incorporates School Readiness and universal preschool.
 - San Mateo has allocated \$10 million over 10 years. Combining new revenue and a percentage of the surplus to spend it down each year.
 - Los Angeles County did not use surplus funds. \$100 million over the next five years held in a trust account. That amount will not cover every child in LA County.
 - Mike Ruane (Orange) listed frequently cited concerns over the universal preschool strategy:
 - For many this sounds like ‘Government as a Parent’. This is not just a conservative focus, but also from immigrants, faith based community, etc.
 - It often appears culturally insensitive.
 - It is viewed as an expansion of the school system.
 - The caregiver and family are a huge part of School Readiness. e.g. family literacy is a focus – not just what happens to the child – which makes it a sustainable strategy. Fear this won’t be the case with universal preschool.
 - Head Start is an untapped area for collaboration. We must learn from what hasn’t worked as well as what works. If not working, then revitalize the program.
 - Jennie Tasheff asked about quality control in universal preschool. What standards did the counties look at?
 - Alpine and San Mateo adopted NAEYC and Head Start standards.
 - San Mateo also included an entire parent education component. In exchange for help with child care costs, they are asking parents to actively participate in learning programs.
 - Los Angeles County is developing a set of standards through its initiative. Training will be needed for provider agencies.

- Kathy Reich stated that Massachusetts calls its program “Early Education for All,” which has been more popular and better understood than the term “universal pre-school.”
- Carla Dartis presented the major questions the Packard Foundation has identified and asked for comments from Association members.
 - *What would be agreed upon quality standards for universal pre-kindergarten?*
 - Rafael Lopez raised concern that standards might be set that cannot be achieved due to issues in the home such as alcoholism and violence, etc.
 - Caroline Wylie (Riverside) stated that quality standards have to be very clear. Head Start is the best longitudinal study that we have and the quality has been affected by parent involvement and parent decision making. Health, social service, nutrition, etc. are all addressed in Head Start. Definitions need to include those multiple components.
 - Kris Perry stated that San Mateo spent three years developing a kindergarten assessment that is community based and was developed in nine high risk communities. Tool is used in every kindergarten classroom three weeks after school begins and then again after winter break. Articulation process for early care providers and kindergarten teachers integrate the process. Quality standards can be more intimate, more direct.
 - Wendy Rowan (Humboldt) stated that the conversation between early child care educators and kindergarten teachers has proven very valuable in her county.
 - *How do we fund universal preschool?*
 - Evelyn Martinez stated that involving the corporate sector is very important – how do we involve them? Through the Chamber of Commerce? We need to educate the business community.
 - Jennie Tasheff stated that the information provided about outcomes for low income children is important. It is a workforce investment issue. Employers could be encouraged to set up child care payment mechanisms or pay for various services.
 - Rafael Lopez stated that there is a culture of protectionism – no one wants to stop what they are doing, which results in much duplication of effort. Time should be spent reviewing funding streams. How do we use what we have to make better investments in child development?
 - *How do we finance facilities?*
 - Incorporating other resources – grants and debt (loans).
 - Mike Ruane suggested that commissions work with Workforce Investment Boards. Child care and early care can be better integrated into job training centers and one-stops. Space is available because of changes in the commercial sector. Banks have closed, grocery stores will consolidate, shopping centers will close. Redevelopment and housing people need to be educated about child care and facilities.
 - *How do we develop a seamless, comprehensive high quality system that articulates between early care settings, preschool and kindergarten?*
 - Rafael Lopez noted that the word ‘articulate’ is very confusing and should not be used in this context.
 - *How do we synthesize and build upon the current system of subsidized child care, Head Start, private and state-funded preschools?*
 - *How do we train, compensate and retain a high quality early education workforce?*
 - *How do we ensure that infants and toddlers are not harmed by a universal pre-kindergarten focus, but actually helped by it?*
 - *How do we make the case for truly universal pre-kindergarten programs?*
 - *How do we build support for universal pre-kindergarten among key constituencies, groups and policy makers?*

- Sherry noted that several members who were unable to attend the December meeting asked to be debriefed at a January early bird session. This will be scheduled.

3. **Planning for 2003**

Sherry reviewed the 2002 Business Plan and provided members with a breakdown of what was accomplished in 2002, where resources were focused, and some areas that were identified in the Business Plan but not fully addressed during the year. She handed out a survey to assist the Executive Directors in discussing with their commissions what is of most importance as we begin 2003 and what the Association should be focusing on.

- Gloria Bryngelson (San Diego) stated that the San Diego Commission wouldn't want to get into this level of detail.
- Anne Molgaard stated that it might be easier to take a top line approach – an overview of the major subject areas to determine if they are satisfied with the approach. Jennie Tasheff stated that she might be able to get a ranking on the higher level issues and a ranking of a few prioritizes within each category.
- Sherry Novick asked the Association to determine priorities – she needs direction from the membership. Caroline Wylie stated that she appreciates the energy Sherry has put into this, but has not yet had the opportunity to talk with her commission.
- Current status of the Organizational Effectiveness grant. Packard has committed \$30,000 to the process. CCAFA must choose between two consultants with very different approaches. One consultant conducts extensive interviews prior to the entire group discussion. The other consultant gathers everyone in a room for an intensive strategic planning process, without a prior information-gathering process. The first approach is more expensive and the second approach is time intensive – two days of Association meetings. Scheduling for either option will be difficult; could possibly be done in two sessions at the February and March meetings, with plan to be developed by April.
- Evelyn supported the second approach, having all or as many present in one room brings lots of energy to the process; being together is important. Play off ideas and issues and come to consensus, this is a more holistic approach. Gloria Bryngelson and Amy Reisch (Marin) agreed. Amy recommended a phone conference hook-up for those who cannot be in the room.
- Rafael stated that the Association currently has a culture of complaining, while not always being part of the process. He recommended that a written document be sent to all and include a check box stating that the ED 1) agrees to participate, 2) chooses not to participate, 3) has read and doesn't want to participate and 4) didn't read and doesn't want to participate.
- Steve Thaxton (El Dorado) stated that the individual interview process is subjective and laborious. The second option is more open.
- Sheila Kruse suggested gaining feedback from other entities outside the Association might be important. Sherry agreed that we need to know what other stakeholders think about our role, such as the funding community and other partnership agencies. Anne agreed with Sherry.
- Mike Ruane thought the timing was good – conducting the meetings in February and March, CCAFA could then provide an update at the state conference in April.
- Sherry noted we will have to focus in 2003 on future Association funding. The Packard funding is likely only through 2003 and early 2004.
- Heather Johnson presented results from her survey of Executive Directors regarding how to improve the website and organizational communication.

- Anne Molgaard discussed changing the Association's name to include "First 5." One possibility is "First 5 Association of Counties." She suggested a lunchtime roundtable to brainstorm possible names.

4. **Lunch break**

- During lunch break Jennie Tasheff convened a roundtable discussion of service integration. Caroline Wylie announced a demonstration of the Riverside Commission's GIS system and a visit by an oral health van supported by the Riverside Commission.

5. **Mystery Staffer**

- Anne Molgaard presented the Mystery Staffer – Rafael Lopez.

6. **By-Laws Committee**

- Steve Ladd, Chair of the By-Laws Committee, reported that everyone has had a chance to review the by-laws. He is happy to discuss any issues. Vote will be held first thing at January's meeting. Copies of proposed amendments were sent via e-mail; let Steve know if another copy is needed.

7. **Nominating Committee**

- Evelyn Martinez reported from the Nominating Committee, which included Brenda Blasingame, Steve Thaxton, Lin Batten and Evelyn Martinez.
 - The slate recommended by the Committee includes:
 - President – Mark Friedman
 - Vice President – Karen Blinstrub
 - Secretary/Treasurer – Kris Perry
 - Rural Caucus – Anne Molgaard
 - Suburban Caucus – Rafael Lopez
 - Urban Caucus – Evelyn Martinez
 - Media Committee – Steve Thaxton
 - Legislative Committee – Mike Ruane
 - Evaluation Committee – Kathy Stafford
 - Technical Assistance Committee – Pat Wheatley
 - Program Committee – Deb Wise
- Evelyn reminded members that nominations can also be made from the floor at the January meeting.

8. **ED Report**

Presented by Sherry Novick

- CCFC is still having difficulty obtaining an adequate supply of the *Kits for New Parents* from the contractor, the Office of General Services.
 - The TV ads have generated uneven requests and some counties (mainly the rural counties) will be losing a disproportionate amount of their allocation to fill these requests, resulting in an inadequate supply to meet commitments in their county. Counties may need to work together to reallocate as needed.
 - Sheila Kruse and Wendy Rowan pointed out that originally counties were told that requests resulting from the ad campaign would not come out of their allocation.
 - Rafael Lopez stated that the counties need clear communication. They are receiving calls from their partners who have not received their orders. A definitive time when they will be received would be very helpful.
 - Kelly Pijl stated they are telling their partners that it should get better after June when there is a new contractor.

- There are three possible locations for the August Summit -- Monterey, Santa Clara and Ventura. Will schedule it for August 13th or August 20th. Will continue research on prices and availability.
- January meeting.
 - Invitations have been sent out to the commissioners and some RSVPs are arriving. There is a fair amount of interest.
 - Presentation on the Governor's budget proposal will be given to whole group, then commissioners will go to break-out room for their meeting. It is up to individual EDs if they want to attend the commissioner meeting with their commissioners.
- CCAFA has begun engaging in conversations with Attorney James Harrison regarding the likely increase in supplantation pressure. He is interested in conversations emerging at the county level. His major concern is variance among counties and precedents this would create.
 - Amy Reich stated that some counties already have policies in place. Sherry asked that counties share these policies, as well as any issues at the county level, if they have not already done so.
- Mike Smith's firm has been retained to conduct a survey of the county commissions on the extent to which Prop 10 funds are contributing to the cessation of smoking.
- The plan for CCAFA to sublet space from the Alameda Commission has changed as Alameda is not going to rent space in Emeryville after all. Sherry is working with realtors to locate other appropriate sites in the East Bay.
- Sherry announced that because of long-term funding concerns, she has changed plans and will hire only two other staff, rather than the three she had originally proposed.

9. **Briefing on state budget and special session of the Legislature**

Presented by Sherry Novick and Mike Ruane

- Sherry discussed the projected budget deficit and the Governor's proposals for mid-year budget cuts:
 - Child care – eliminate funding for Stage Three CalWORKs child care to save \$108 million.
 - Healthy Start – will slow down if not stop expansion.
 - Medi-Cal – increased barriers to access:
 - Reinstate quarterly reporting. Recipients must complete paperwork every three months.
 - Reduce funding for media outreach and application assistance.
 - 10% reduction to Medi-Cal providers.
 - Reduce optional benefits for adults – i.e. psychology, adult dental, acupuncture.
 - Reduce 1931(b) population by lowering income eligibility to 61% of federal poverty level – CalWORKs level.
 - Reduction in K-12 spending
 - Elimination of CDPAC
- Mike Ruane discussed challenges facing the state programs and county commissions:
 - Proposed mid-year cuts won't wipe out \$30 billion deficit.
 - Tax increases will be on the table, but even the biggest tax increase, in 1992/93, didn't raise \$10 billion.
 - 39% shortfall in revenue. Prop 10 will be in the middle of it. Will be serious discussion regarding changes to services, including giving greater responsibility to local government.
 - Possible tobacco tax to \$2.16. Regarding backfill prospects, general feeling among the public and some legislative leaders is that tobacco tax revenue should be

linked with health. Some do not perceive county commission efforts as health-related.

- Anne Molgaard recommended that the tobacco survey being conducted by Mike Smith be broadened to include what commissions are doing on health.
- Mike stated that CCAFA should be showcasing some of the things Prop 10 is doing. There is a lot of turnover in the Assembly. CCAFA needs to work on relationship building with the new legislators. Right now the Legislature and Governor don't feel any ownership of Prop 10. We need to lay out what the commissions are doing for families and children.
- CCAFA should focus on protecting revenues, supporting local autonomy and control.
- Amy Reisch stated that she is not comfortable arguing against a tobacco tax or focusing solely on a back-fill for Prop 10. We need to talk about the larger revenue picture. Marin Commission is talking about the need to generate more taxes through a variety of means, including income and property taxes.
 - Mike stated that Phil Isenberg can address this issue and possible other tax increases such as vehicle license fees and sales tax on services, as well as the potential realignment of state functions to the local level.
 - Commissions in swing counties, such as the Central Valley, San Diego, Orange and rural counties, are not likely to view tax increases as good things.
- Sherry pointed out that the value of an association is that individual commissions can support issues such as tax increases that the whole organization does not endorse, while still working within the Association on unified strategies.

10. Small Group Breakout Session

The group moved into a brainstorming session on what the Association and individual counties can do politically and programmatically to affect the lives of children and families, given the current fiscal environment.

- Sean Casey (Los Angeles) discussed the importance of county commissions knowing their legislatures and their particular interests.
- Grassroots effort is needed to reach each legislator. Best thing is tell each of them what Prop 10 is, who we serve and what we do.
- Nina Machado (Amador) argued for the need to improve relations with the tobacco control/Prop 99 coalition. We must take care not to appear solely self-serving.
 - Mike Ruane stated there is common ground with the Heart, Lung, and Cancer Associations regarding the need for meaningful tobacco tax enforcement. Cigarette sales have been on the honor system. Abrupt price increases are likely to lead to high increase in non-taxed sales. Tax rate at which this happens is a best guess.
 - Heart, Lung and Cancer Associations felt they helped get Prop 10 passed and then we forgot about them. This points to our need to improve relationships and be clear about what Prop 10 is doing for tobacco cessation.
 - Children's health initiatives provide a natural nexus between Prop 99 and Prop 10; helps build bridges.
 - Sheila Kruse stated that Tuolumne did not want to duplicate where Prop 99 was already funding.
 - Mike suggested a local, joint summit with Heart, Lung and Cancer Associations.
 - Amy Reisch stated that the Marin Commission has worked jointly with Prop 99. Prop 99 funds programs for children over 5 and Prop 10 for children age 5 and under. Marin also adopted Prop 99 policies for grantees – e.g. smoke-free environments, etc.
 - Rafael Lopez said Santa Cruz brought in the Lung Association to talk with grantees about policies.

- ❑ General discussion ensued regarding the need to improve how we educate the public about how Prop 10 funds are used. Prop 10 is still so new, we can't yet prove that it works.
 - ❑ Caroline Wylie and Rafael Lopez argued for development of a matrix to find commonalities among counties.
 - ❑ At the same time must point out that the strength of Prop 10 is that it is tailored to each community and has exceptionally low administrative costs.
 - ❑ Sheila reminded the members that CCFC will be placing media attention on School Readiness in January and that is the only message out there. No one knows what else is going on.
 - ❑ Several members pointed out the need for greater coordination with CCFC and Rogers & Associates to clearly tell the Prop 10 "story."
 - ❑ Additionally, county commissioners need to be engaged in that discussion and have a uniform message.
 - ❑ Amador, Calaveras and Alpine are bringing commissioners together for a retreat.
 - ❑ The Bay Area region has also brought commissioners together.
 - ❑ January commissioner convening at Association meeting will elicit further ideas.

11. **Adjournment**

- a. The meeting adjourned at 4:30 p.m.
- b. Next CCAFA meeting: Wednesday, January 15, 2003 at the Clarion Hotel, Sacramento, CA.

Respectively submitted for your review and approval.

Steve Ladd, Secretary-Treasurer

Date



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Association News

CCAFA Meeting Highlights

24 County Commissions were represented at the Hilton Palm Springs on December 11th, along with Associate CCAFA members.

Universal Preschool – Panel Discussion

Sherry Novick, CCAFA Executive Director moderated a panel discussion on Universal preschool. The panel participants included: Cathy Reich, Program Officer, Packard Foundation; Carla Dartis, Program Officer, Packard Foundation; Evelyn Martinez, Executive Director, Los Angeles County; Kris Perry, Executive Director, San Mateo County and Judy Martin, Executive Director, Alpine County. The Packard Foundation representatives outlined the process they are conducting to develop their universal preschool initiative, and the three county participants shared their perspective and experiences pursuing a universal preschool strategy within their communities.

✓ Cathy Reich, Program Officer, Packard Foundation opened the panel discussion with the same presentation that was made to the Packard Foundation Board in September. They are currently developing a work plan to present to the Board in March. The Foundation's "big, hairy audacious goal" is to see universal preschool available throughout California within the next 10 years".

- *Why Now is the Time.* It's an issue of demography. By 2025, 48 states will have elderly populations similar to that in the state of Florida. Only California and Alaska will not fit this pattern. The United States youth population in 2025 is projected to be 9.9 million. California will be the home to 5.2 million of those children.
- *Universal Preschool is defined as:* voluntary, available to all 3 and 4 year olds, provided in a variety of schedules and settings, free for all children attending part-day and affordable full-day programs.
- *The Need in California.* Research indicates that low-income children who experience structured pre-school programs have: better later school performance, less involvement in the juvenile justice system, lower rates of

teen pregnancy and higher earnings and employment. Enrollment in pre-kindergarten in California is 51% compared to a nation-wide average of 67%.

- ✓ Judy Martin, Executive Director, Alpine County, outlined how her commission decided to implement a universal preschool program.
 - Through focus groups and a two-day community planning session, this strategy emerged as the number one priority of the community and the commission.
 - Alpine County faces physical limitations to expanding existing facilities, many of which are aging modulars or old buildings with asbestos and other problems.
 - Decided the most appropriate course of action would be to build one core building in the most densely populated area and build two satellite facilities in other communities.
- ✓ Kris Perry, Executive Director, San Mateo County, explained that universal preschool was an interest of San Mateo County even before Prop 10 was passed.
 - Members of the commission had supported Superintendent Delaine Eastin's statewide pre-school proposal. Commission has also implemented a plan for universal health care for young children.
 - The commission set aside \$10 million over 10 years for universal preschool. They conducted an in-depth study. They now estimate that implementing universal preschool in San Mateo will cost approximately \$64 million. This will require additional fundraising to leverage Prop 10 dollars.
 - The program will be phased in over a 10 year period because it is such a massive undertaking.
- ✓ Evelyn Martinez, Executive Director, Los Angeles County, stated that they developed a framework for universal preschool in five weeks and now will take 12 to 18 months to develop a 10-year master plan. The commission has committed \$100 million to this effort and \$100 million to a universal health coverage effort.

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- Los Angeles County statistics provide a framework for the challenges facing the commission
 - Los Angeles County is 4,000 square miles in size.
 - It has 88 cities and 81 school districts. LAUSD is the 2nd largest district in the country.
 - It has a population of 9.5 million, 750,000 of which are children age 0 to 5, only 100,000 of whom are currently served in some type of preschool
- They face many challenges, including not enough qualified workers and facilities in need of replacement. LAUSD recently passed a \$30 billion bond for construction. Of this, \$80 million has been set aside for child care centers and preschools. These centers will be within the school district, but many will be run by other providers.
- ✓ Rafael Lopez (Santa Cruz) asked the three counties how this process has affected their approach to grant-making. How has the shift to universal preschool impacted current grantees?
 - In San Mateo County, the commission was very disappointed with the grant applications they were receiving. As a result, they moved away from the annual RFP process to a 10-year strategic plan approach.
 - Alpine County found that the applications they were receiving represented "business as usual" rather than program innovations. Since they face many issues related to resources and infrastructure – e.g. no Healthy Start program exists in the County – and want to ensure quality programs, they are likely to have to provide services themselves.
 - Los Angeles County did not make any major shifts, as school readiness is already an overall goal of their strategic plan. They recognize the need to narrow the focus on funding programs and not utilize a shot gun approach to funding.
- ✓ Sheila Kruse (Tuolumne) asked the panelists what percentage of their annual revenue will be dedicated to universal preschool.
 - In Alpine 40% of the funds are allocated to facilities. They are developing a strategic planning matrix that incorporates school readiness and universal preschool.
 - San Mateo has allocated \$10 million over 10 years. They will be combining new revenue with a percentage of the surplus to spend it down each year.
 - Los Angeles County did not utilize surplus funds. \$100 has been set aside, but these funds will not cover every child in LA.
- ✓ Mike Ruane shared concerns some people have regarding universal preschool:
 - Government as a Parent. This is a concern found within conservative groups, but also in immigrant communities, among certain faith-based groups, etc,
 - An expansion of the K-12 school system. Semantics are an issue. the term "universal preschool" leads some to believe that it is an extension of the K-12 system. In Massachusetts, they are calling the program *Early Education for All*.
 - Leaving parents and caregivers out. Under the school readiness initiative, the parents and caregivers are vital to the success of the program and are integral in its delivery.
- ✓ Jennie Tasheff (Sonoma) asked about quality control in universal preschool. What are appropriate standards?
 - Alpine and San Mateo counties are using the NAEYC and Head Start standards. Los Angeles is developing standards, based on these and other models.
- ✓ Carla Dartis asked the Association members to help frame other concerns and questions surrounding universal preschool. These included:
 - What are agreed-upon quality standards?
 - How will we fund it?
 - How do we finance facilities?

- How do we develop a high quality system that links early care settings, pre-school and kindergarten?
- How do we build upon the current system of subsidized child care, Head Start and private and state-funded preschools?
- How do we train and compensate a high quality early education workforce?
- How do we ensure that infants and toddlers are helped by this system?
- How do we make the case for universal preschool?
- How do we build support among key constituencies?

Planning for 2003

Sherry Novick provided the Association with a list of the components in the 2002 Business Plan and asked for each executive director to provide feedback regarding the priorities of these and other items as we begin 2003.

- ✓ Some commissions may not want to delve into the full detail of the plan. Executive directors will review it with their commissions where appropriate and provide feedback to the Association.
- ✓ The organizational effectiveness grant from the Packard Foundation is moving forward. There are two possible approaches:
 - A two-day intensive session with a consultant who leads a strategic planning process where all commissions are represented and can participate. This might also include consultant time spent at regional meetings.
 - The other approach would first gather perspectives of stakeholders through an interview process and then hold a planning session with members where findings would be presented, prior to planning.
 - Many the members expressed preference for the intensive two-day session with everyone in the same room. This approach is more time sensitive and costs less. It also allows for all the members to hear what everyone has to say and reaches consensus more efficiently.
 - Rafael Lopez suggested that the EDs or other county representatives take

responsibility for their participation or lack thereof. participation or non-interest. This will allow for an agreement to be reached and not allow the entire planning to be bogged down in process.

- Sheila Kruse pointed out that the two-day approach does not include a mechanism for input from stakeholders outside of the organization. She suggested a hybrid approach that includes the best of both processes.
- Sherry will explore how to incorporate Sheila's suggestion and will proceed to make arrangements. Planning sessions will most likely be conducted at the February and March meetings.

- ✓ Anne Molgaard (Mendocino) asked the membership to begin thinking about changing the Association name to include "First 5." A discussion surrounding possible names was held over the lunch hour.

Committee Reports

- ✓ Steve Ladd reported from the By-Laws Committee. The recommended changes and by-laws have been e-mailed to the membership. The by-laws will be voted on first thing at the January meeting as there are some changes related to proxy votes which are necessary to enact prior to voting on the slate of new officers. If you have any questions, Steve is happy to discuss them with you. If you need additional copies of the proposed by-laws amendments, please let Sherry know and she will e-mail them to you.
- ✓ Evelyn Martinez reported on the Nominating Committee's efforts. The Nominating Committee consisted of Brenda Blasingame, Lin Batten, Steve Thaxton and Evelyn. The slate of officers for 2003 to be voted on at the January meeting is:
 - President – Mark Friedman
 - Vice President – Karen Blinstrub
 - Sec/Treas – Kris Perry
 - Rural Caucus – Anne Molgaard
 - Suburban Caucus– Rafael Lopez
 - Urban Caucus– Evelyn Martinez
 - Media Committee Chair – Steve Thaxton
 - Legislative and Advocacy Committee Chair– Mike Ruane
 - Evaluation Committee Chair– Kathy Stafford



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- TA Committee Chair- Pat Wheatley
- Program and Planning Committee Chair- Deb Wise

Executive Director's Report

- ✓ The State Commission reports that they are still having difficulty with the contractor responsible for producing the *Kit for New Parents*. State staff are very unhappy about the situation and are working to correct the problems, while simultaneously developing plans to release an RFP this spring to identify a new contractor.
 - Some areas may run short on *Kits* because of especially high demand resulting from the TV ads. If any counties have extras, they should consider shifting them to counties in need of them.
 - Several EDs noted that originally the state staff said orders from the TV ads would not be filled from county allocations; however, this was before we experienced the unexpectedly high response from the ads.
 - Other EDs noted that clear communication is important so that EDs can communicate accurate information to their local partners regarding when they can expect their kits.
 - State staff are very aware of the frustrations and are working to make sure that when a new contractor is in place (June 2003) these challenges have already been addressed.
- ✓ August Summit. Three county commissions offered to host: Ventura, Monterey and Santa Clara. Many members expressed a preference to be near water. Members discussed whether it would be more equitable to hold the Summit in Southern California since it was in the northern half of the state the previous two years. CCAFA staff will look into pricing and report back at the January meeting.
- ✓ January CCAFA meeting. County commissioner invitations have been sent out and RSVPs are coming in. There appears to be a fair amount of interest.

- ✓ Social Entrepreneurs Inc. has been retained by CCAFA to conduct a survey of the county commissions on *ways local commissions are contributing to smoking prevention and cessation*. The survey process will begin in December and conclude in January.

Briefing on State Budget and Special Session of the Legislature

Sherry Novick and Mike Ruane provided an update on the state budget and legislative activities:

- ✓ The projected budget deficit has risen from \$21 billion to \$31 billion. The Governor presented a package of proposed spending cuts to achieve mid-year savings. They include:
 - Elimination of CalWORKs stage 3 child care funding for a savings of \$108 million.
 - Stopping Healthy Start expansion.
 - Increasing barriers to MediCal services by:
 - Reinstating quarterly reporting
 - Reducing funding for outreach and application assistance
 - Reducing provider reimbursement rates by 10%.
 - Eliminating some optional benefits for adults.
 - Reducing K-12 spending.
- ✓ Challenges facing the state and Prop 10 commissions:
 - Proposed mid-year cuts won't wipe out entire deficit
 - 39% shortfall in revenue will result in serious discussion regarding changes in services delivery, including renewed discussion of realignment.
 - Tobacco tax increase will be proposed; variety of possibilities, from \$.63 to \$2.16 per pack.

Small Group Brainstorming Session – Legislative Efforts

The group moved into a brainstorming session on what the Association and counties commissions can do in response to the budget situation.



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- ✓ Partner with Prop 99. There is common ground among Prop 10 and other anti-tobacco organizations.
- ✓ Focus on tobacco tax enforcement. A large tax increase will affect consumption and increase black market sales.
- ✓ Demonstrate the value of Prop 10. Show legislators and opinion-makers how Prop 10 does a cost-effective job of providing services at the local level to help children and families.
- ✓ Help families weather the state economy. Launch bold initiatives at the local level.
- ✓ Discuss with legislators what Prop 10 is doing in their communities – tell them the Prop 10 story.

Upcoming Events

- 1/15 CCAFA Monthly Meeting
Clarion Hotel Mansion Inn
Sacramento, CA
- 1/16 CCFC Monthly Meeting
Sacramento, CA
- 2/19 CCAFA Monthly Meeting
Hilton Hotel, Burbank, CA
- 2/20 – CCFC Monthly Meeting and
& 2/21 Strategic Planning Session (Pt. I), Hilton
Hotel, Burbank, CA
- 2/20 - CCFC Planning Retreat
& 2/21 Los Angeles, CA
- 3/19 CCAFA Monthly Meeting and
Strategic Planning Session (Pt. II), Clarion
Hotel, Sacramento

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Association News

CCAFA Meeting Highlights

43 County Commissions were represented in Sacramento on January 15th at the Clarion Hotel, along with the State Commission staff and Associate CCAFA members.

Annual Business Meeting

- ✓ Steve Ladd (Kern), chair of the By-Laws Committee presented the proposed changes to the By-Laws.
- ✓ Modifications were unanimously approved to include a provision for termination of membership, provide the CCAFA president with the ability to fill vacancies by appointment, establish a personnel committee, and establish a budget and finance committee.
- ✓ Brenda Blasingame (Contra Costa), chair of the Nominations Committee, presented the slate of officers for the 2003 Executive Committee and asked for further nominations from the floor. No further nominations were made and the following officers were elected:

Mark Friedman, President

Karen Blinstrub, Vice-President

Kris Perry, Secretary-treasurer

Steve Thaxton, Media Committee

Mike Ruane, Legislative/Advocacy Committee

Kathy Stafford, Evaluation Committee

Pat Wheatley, Technical Assistance Committee

Debbie Wise, Program & Planning committee

Evelyn Martinez, Chair, Urban Caucus

Rafael Lopez, Chair, Suburban Caucus

Anne Molgaard, Chair, Rural Caucus

- ✓ Mark Friedman acknowledged Pat Wheatley for her hard work as President in 2002, and four members who are leaving the Executive Committee: Brenda Blasingame, Steve Ladd, Gloria Bryngelson, and Jennie Tasheff. Brenda, Steve, and Gloria were noted for their leadership service since the founding of the Association.
- ✓ Sherry Novick, CCAFA Executive Director, presented the 2003 budgets for CCAFA and CCAFF, both of which were adopted. CCAFA/CCAFF budget. CCAFA staff will provide membership a budget report on a quarterly basis.

Organizational Announcements

Sherry Novick provided a status report on several on-going projects:

- ✓ CCAFA will hold strategic planning sessions at the February and March monthly meetings. This process was made possible through an Organizational Effectiveness grant from the Packard Foundation.
- ✓ CCAFA members are invited to participate in a teleconference briefing with the evaluators of the child care retention incentive initiative on the first-year evaluation findings. Interested members signed up to participate. The time and date will be announced soon. information to the membership.
- ✓ The Executive Committee will select a site for the August Staff Summit by the end of January. They are choosing between Ventura and Monterey, for either August 13 – 15 or August 20 – 22. CCAFA members are asked to indicate if they have a strong preference. If not, price will be the most influential factor.
- ✓ Social Entrepreneurs, Inc. is surveying County Commissions to learn what anti-tobacco activities are occurring on the local level. If you have not yet completed your survey, please do so and return it to Carey Haig at SEL.
- ✓ Sherry Novick introduced Carola Cabrejos-Healy who will join the CCAFA staff in February as a Project Manager.
- ✓ CCAFA will be involved with organizing the State Conference to be held in Garden Grove April 24th - 25th.
 - Pre-conference intensives will be offered to county commission staff and others on April 23, prior to the conference.
 - A one and one-half day Universal Preschool Summit will also be held prior to the conference on April 22nd and 23rd.
- ✓ The Center for Healthier Children, Families and Communities will sponsor a video teleconference on the *Guide to Developing School Readiness Programs* on June 29th at 12 locations throughout the state. Each location requires on-site logistical support. If you are interested in helping, please contact Mary View Schneider at the Center (310-825-8042).

CCFC Planning Retreat

Joe Munso provided an overview of the fiscal forecast to be presented at the February CCFC planning retreat.

- ✓ The revenue and expenditure forecasts focus on the continued funding current commitments: the Commission's five priority focus areas, technical

assistance, research, the Kit for New Parents, media/public education, evaluation and administration.

- ✓ By about 2007-08, the level of revenues is expected to drop below the level of expenditures..
- ✓ Process at the planning retreat:
 - A preliminary plan based on current assumptions – a working template – will be presented to the Commissioners.
 - They will review current assumptions and funding choices, and by May a revised strategic plan will be developed based on decisions made at the retreat.
 - CCAFA will be asked for its input during this planning process.
 - The strategic plan will be completed in June.
- ✓ CCAFA members gave input regarding the State Commission's priorities. This will be further developed for presentation at the planning retreat in February.
 - Continue School readiness funding, sufficient to assure a coordinator in every county.
 - Expand the definition of school readiness to include access to universal quality early care and education, including addressing facility and workforce issues.
 - Continue funding of the child care provider retention initiative and the evaluation of it.
 - Proceed with the program for migrant and seasonal farm worker families.
 - Continue focus on informal child care, which will be even more important if the Governor's realignment proposal is implemented.
 - Continue funding of early mental health programs.
 - Given the current budget challenges, recognize the challenges facing County Commissions.
 - Focus on Family Resource Centers and other family support strategies as a platform for school readiness.

- Ensure better coordination to end the duplication of effort in media and outreach strategies.

Briefing on Governor's Proposed 2003-2004 Budget

- ✓ Former Assembly member Phil Isenberg, and Caitlin O'Halloran, legislative representative for CSAC, reviewed the Governor's January budget proposal.
- ✓ Prop 10 is primarily affected in the realignment proposals and the general budget impact on counties.
- ✓ 55% of all money that comes to state government is not available to address the budget shortfall because it is statutorily committed to specific services and programs. Most of the discussion centers on about \$63 billion of discretionary funding. .
- ✓ To address budget shortfall the following cuts and taxes were proposed:
 - Cuts in programs and services - \$21 billion or 60% of the needed \$34.6 billion.
 - RE-alignment of program funding and responsibility from the state to the counties - \$8.1 billion or 24%.
 - \$1.9 billion or 5.5% from proposed 'polluter pays' policy.
 - \$2.1 billion or 6% from transfers and fees.
 - \$1.7 billion or 4.9% from loans and borrowing.
- ✓ Republicans remain adamant about not increasing taxes.
- ✓ The realignment proposal allows revenue to be raised for basic programs, such as health and human services, without being subject to Prop 98 which takes the first 38% – 40% for education.
- ✓ Democrats will probably introduce an increase in the vehicle licensing fee (VLF).
- ✓ The counties argue that the Governor's proposal to end the current VLF backfill breaks an agreement that is essential to maintaining current programs that were realigned in the early 1990's.
- ✓ Counties believe the funding proposed in the Governor's budget will not be adequate to pay for the new programs he proposes to realign.

Honing the Prop 10 Message: How do we tell our story?

CCFC staff Nicole Kasabian and Ben Austin shared their thoughts about media strategy in 2003.

- ✓ The Governor is very engaged with Prop 10 and the importance of focusing on children and their families.
- ✓ Media strategy has a large impact on the public's perception of Prop 10 and our objectives.
 - Changed the name to First Five to more accurately represent the focus of efforts.
 - Focus of paid media will be on early learning and health.
 - The public is supportive and understand that early education pays off.
 - Public believes that early education should begin with children aged 3 and 4.
- ✓ CCFC wants to work with local commissions to get the stories out – the successes that are occurring on the local level
- ✓ Examples of successes and joint efforts:
 - Los Angeles – Universal Preschool – support within the community and a lot of press interest as a result of it.
 - Fresno and Madera counties – joint press conference that tied in with state efforts.
 - Santa Barbara's *Welcome Every Baby Home Visiting Program*. This story continues to resonate with the public.

Child Welfare Services Redesign

- ✓ The California Department of Social Services has completed a redesign plan for California's child welfare services. Workgroups focused on the following areas:
 - Partnership for Practice – designed to develop tools to establish or strengthen state and community partnerships to prevent child abuse & neglect, provide support to families and keep all children safe within their families and communities.
 - Permanency and Child Well Being – designed to ensure CWS policy and practice be directed and informed by the goal of permanency.
 - Response and Resolution – Designed to implement a new CWS intake and differential response system.
 - Workforce Preparation & Support – designed to prepare and support the child welfare workforce through

capacity building, practice development, and learning systems.

- ✓ The Foundation Consortium will sponsor a video conference on the CWS redesign plan -- *A Shared Responsibility for Children and Families*. It will be held on March 12, 2003 at six locations throughout California. County Commissions will be invited to participate. More information will be forthcoming.

County Commissioner Meeting

- ✓ Eighteen County Commissioner met during the afternoon to discuss ways to increase Commissioner advocacy for Prop 10 efforts and for young children.
- ✓ Humboldt Commissioner Dr. Rebecca Stauffer chaired the discussion which focused on protecting core services during the budget crisis, addressing the threat of supplantation, maintaining County Commissions' long-term vision of prevention and systems reform, and building relationships to enhance advocacy efforts.

State Commission Update

Chair's Report

- ✓ Chair Rob Reiner announced plans for a media event, most likely to occur in February or March, to launch the statewide School Readiness Initiative. It will include a series of press conferences in multiple cities throughout the state, showcasing the School Readiness Initiative in action.
- ✓ On January 23rd, Chair Reiner will join the San Francisco, San Mateo and Santa Clara County Commissions at a press conference announcing Universal Health Care Coverage for children, 0 – 18.
- ✓ State Commissioner Karen Hill-Scott was selected by First 5 Los Angeles to lead the County Commission's Universal Preschool Initiative. First 5 Los Angeles named Nancy Daly Riordan and former State Assembly Speaker Robert M. Hertzberg as co-chairs of the Universal Preschool Advisory Committee.
- ✓ Two omnibus School Readiness bills, AB 56 and SB 7, have been introduced, reflecting the recommendations of the State Master Plan for Education.
- ✓ Another bill, focused on the personnel recommendations in the Master Plan, will be introduced later this month to address the need for more rigorous education and certification requirements in licensed child care facilities.

- ✓ Chair Reiner will address the National Governor's Association on California's experience with school readiness and universal preschool.

Executive Director's Report

- ✓ Executive Director Jane Henderson reported on publication of "Equal from the Start," which reflects findings of a group that toured the French preschool system and includes lessons for universal preschool efforts in the U.S. The executive summary is available at www.frenchamerican.org.
- ✓ A summit on universal preschool, sponsored by the Packard Foundation, First 5 San Mateo, and First 5 Los Angeles, will be held as part of the pre-conference training activities prior to the State Conference. The universal preschool program will feature experts from states that have already begun to implement universal preschool programs.
- ✓ A School Readiness media campaign is in development for airing in March. It will include a focus on the importance of preschool. The campaign will also include a focus on parent education and tobacco cessation.
- ✓ An analysis of the State Commission's CBO Program has been completed and staff are now identifying geographic areas and populations that were not reached. \$600,000 was set aside to fill these gaps. At the March meeting staff will present their findings and a process for filling the gaps.
- ✓ Work on the State Commission's migrant and seasonal farm-worker focus area has not moved forward due to the Commission's inability to hire staff under the Governor's hiring freeze. Commissioner Gutierrez asked about hiring a consultant to work on the issue. State staff said that involves a process that is likely to be just as time-consuming as waiting for the hiring freeze to be lifted.
- ✓ The Child Care Facility Accreditation Project is moving forward and is close to completion.
- ✓ The Advisory Committee on Diversity will meet January 27 to review the Implementation Plan for the Principles on Equity. The plan will be shared more widely after its review and will be brought to the March State Commission meeting for discussion, with an action item planned for the May agenda.

CCAFA Report

- ✓ Chairman Reiner acknowledged the efforts of outgoing CCAFA President Pat Wheatley. Newly

elected President, Mark Friedman, reported on current CCAFA activities.

- ✓ County Commissions are focusing on how to be helpful through the current budget crisis while still maintaining their commitment to prevention and long-term systems change. As the Governor's realignment proposal is discussed, county commissions will bring their experience to the table.
- ✓ CCAFA has held two meetings of county commissioners who want to advocate on a state level for children 0 - 5. Their discussions have focused on the threats to the Prop 10 vision in the current fiscal environment and ways to advocate effectively at the state and local levels.
- ✓ CCAFA is surveying county commissions on their local anti-tobacco efforts in order to better understand and further enhance the range of activities in this area.
- ✓ CCAFA is working with the State Commission staff to plan the April statewide conference and is proceeding with plans for state-funded regional technical assistance.
- ✓ Sherry Novick, Executive Director of CCAFA, spoke at the National Association of Counties conference in November about county involvement in school readiness.

State Budget Update

- ✓ Joe Munso presented an overview of the Governor's 2003-04 budget proposal, pointing out specific elements that will have an impact on young children and families, including:
 - the Governor's efforts to minimize the impact on child health by continuing several current-year expansion programs
 - proposed reduction in outreach for new enrollment in Medi-Cal and Healthy Families
 - decreased Medi-Cal services to adults and families with incomes above the CalWORKs level
 - a proposal to realign most child care and development programs from the state to the counties.
- ✓ He also pointed out that Prop 10 funds are held harmless in the Governor's proposal and that the Governor proposed that all state commissions meet only once a year.

- ✓ Chair Reiner and Vice Chair Belshe both noted the importance of the State Commission considering how to be helpful during the budget crisis. Chair Reiner suggested this issue be taken up at the February planning retreat and Vice Chair Belshe noted that the Governor's interest in child health and school readiness coincides with CCFC interests. She asked staff to develop ideas for Commission consideration.

- ✓ Representatives from Parent Voices, an organization of parents in the subsidized child care system, spoke on the potentially detrimental impact of the Governor's plans to discontinue Stage 3 CalWORKs child care, which will affect 59,000 children, and the potential threat to quality caused by realignment. Chair Reiner noted the importance of hearing from parents and asked CCFC staff to follow up on working with parent groups.

Technical Assistance for School Readiness

- ✓ The Commission approved the continuation of its agreement with UCLA's Center for Healthier Children, Families and Communities to provide school readiness technical assistance for up to one additional year at the level of \$675,000. Commissioners Gutierrez and Vismara commented on the importance of ensuring that training and materials incorporate expertise on diversity issues and address children with special needs.

First Five Annual Report

- ✓ The Commission approved the 2001-02 Annual Report, which will be submitted to the Governor and Legislature, as required, by January 31, 2003. CCFC staff noted that the data is better than in previous years and will continue to improve as more information becomes available on families actually being served.
- ✓ Commissioner Gutierrez noted the importance of using the document to reach out to members of the Legislature, including the caucuses, particularly to demonstrate the extent to which Prop 10 funds have leveraged other resources, largely at the local level, to serve young children and families.
- ✓ Vice Chair Belshe asked that the final document place the School Readiness Initiative in the forefront to give context to the numbers.

Kits for New Parents Project

- ✓ CCFC staff presented preliminary findings from the outcome evaluation, one of two evaluation efforts currently underway. (The other is a process

evaluation; findings are not yet available.) Of those families in the study who received the Kit:

- 88% of mothers and 52% of their partners had used the Kit.
- 94% of mothers using the Kit said it was helpful.
- 48% said they changed their thinking about how to care for their children, particularly around child development, infant nutrition, and infant sleep safety.
- The largest knowledge gains were among women who were pregnant when they were recruited to the study and Spanish-speaking women.
- The Kit's positive effect is more than twice that of the average parent education and support program.
- ✓ The Commission approved the use of existing funds to increase the quantity of Kits to be produced under the current contract and approved the release of an RFP to identify a new contractor to produce and disseminate the Kits for the next three year supply.

Request for 211 System Participation

- ✓ The Commission was briefed by Pat Wheatley, past President of CCAFA, on a proposal to fund County Commission participation in the development and deployment of the 2-1-1 information and referral system in California. The proposal requested \$2 million in matching funds over a three year period to assist local commissions in the development of the system in their counties, to ensure that the system is user friendly for families with young children and linked to school readiness efforts. The 2-1-1 request was originally proposed by CCAFA at the 2002 CCFC planning retreat and was on the State Commission agenda in October. At the October meeting, State Commissioners asked that the proposal be brought back with answers to questions raised during that discussion.
- ✓ While noting the importance of information and referral and the benefits of a statewide 2-1-1 system, Commissioners raised questions about whether state funds would be most appropriately targeted at the county level, and how support for the effort should be shared among all the organizations and

agencies involved in 2-1-1 implementation. They recommended that the proposal be discussed further at a future time.

State Commission Legislative Tracking

- ✓ State staff presented the current criteria for tracking bills, which resulted in tracking 463 bills in the 2001-02 Legislative session, and suggested options to focus CCFC legislative staff efforts more firmly on legislative activity related to the priorities of the Commission.
- ✓ Commissioners noted the need to be aware of bills that may not fit those categories but are of high importance to families, such as family leave. They also noted that State Commission's role varies, depending on the extent to which other entities are able to provide strong advocacy leadership. They recommended additional discussion at the February meeting.

Children with Disabilities and Other Special Needs and Mental Health Focus Areas

- ✓ The Commission discussed a proposal to invest \$15 million in the First 5 California Special Needs Project to support children with disabilities and other special needs including social/emotional needs. The proposal combines two priority focus areas -- Children with Disabilities and other Special Needs and Mental Health -- and includes:
 - *Up to \$8 million over 4 years (plus matching funds up to another \$8 million) for local demonstration sites at selected School Readiness Initiative programs*
 - Up to \$3.5 million over 5 years for statewide Project Coordination and Training
 - Up to \$1 million over 5 years for program evaluation
 - *\$2.5 million over the next 2 years to continue the current Infant, Preschool, and Family Mental Health Initiative (IPFMHI)*
- ✓ The target population includes children 0 – 5 in School Readiness Initiative communities who have disabilities that fall under the Americans with Disabilities Act and children who have, or are at risk of, a chronic physical, developmental, behavioral, or emotional condition requiring developmental, health, mental health or related services. This includes children who do not necessarily qualify for services under the regional center system and children who exhibit social or emotional behaviors

that often result in their being labeled as “problems” rather than in their receiving needed help.

- ✓ Demonstration sites will be selected through a competitive Request for Funding process. Each site will be required to match the state incentive funds and offer universal access to screening, improved access to services and supports, inclusion in appropriate typical settings, and evaluation activities designed to identify effective practices and improve programs.
- ✓ Several County Commission Executive Directors expressed their support for the continued funding of the IPFMHI, noting that it has facilitated a learning process from which many more families will benefit. In particular it has demonstrated the importance of family and caregiver participation in early intervention strategies and the need for much more training of professionals and paraprofessionals.
- ✓ The State Commission will take this issue up for action at a future meeting, possibly at the February planning meeting.

Retention Incentive Initiative for Early Care and Education Providers

- ✓ CCFC staff presented the first year findings from the 3-year study of the Retention Incentive Initiative, which provides matching funds to 42 counties to promote stability in the ECE workforce and increase professional development. Preliminary findings focus on San Francisco and Alameda, the first programs to start up. Compared to a control group, their participants are significantly more likely to take classes and workshops and remain in center-based jobs.
- ✓ Representatives of several participating counties and organizations commented on the benefits their communities have realized from the initiative, including raised local awareness, increased professionalism of the workforce, leveraged funds for quality care, a stronger early care and education infrastructure, increased morale of providers and parents, and involvement of greater numbers of providers, including family day care providers.
- ✓ 14 counties received matching funds beginning in 2001. An additional 28 counties were added in 2002. More complete research findings will be available in years 2 and 3 of the program.
- ✓ The initiative is scheduled to end on June 30, 2003. This discussion was the first step in the

Commission's process of determining whether to continue funding.

School Readiness Initiative

- ✓ The School Readiness Initiative has 100 School Readiness Programs in process, representing the collaborative work of 40 County Commissions. School readiness parent and teacher surveys, designed to obtain baseline data for the statewide school readiness evaluation, have been piloted in 10 counties.

The State Commission's annual planning retreat will be held February 20 and 21 at the Burbank Hilton, near the airport.

Upcoming Events

- 2/19 CCAFA Monthly Meeting
Strategic Planning Session: Part I
Hilton Hotel
Burbank, CA
- 2/20 - CCFC Planning Retreat
2/21 Hilton Hotel
Burbank, CA
- 3/12 "A Shared Responsibility for
Children and Families,"
Video conference on redesign of California's
child welfare system, sponsored by The
foundation Consortium.
Locations TBA.
- 3/19 CCAFA Monthly Meeting
Strategic Planning Session: Part II
Clarion Hotel
Sacramento, CA
- 3/20 CCFC Monthly Meeting
Sacramento, CA
Location TBA
- 4/22 - Pre-Conference Intensives and
4/23 Universal Preschool Summit
Hyatt Regency
Garden Grove, CA
- 4/24 - State Conference for County
4/25 Commissioners, Staff and Partners
Hyatt Regency
Garden Grove, CA

First 5 Commission of San Diego

TECHNICAL AND PROFESSIONAL ADVISORY COMMITTEE

December 16, 2002

2:00 p.m. – 4:00 p.m.

County Administration Center
1600 Pacific Highway, Rooms 302-3
San Diego, CA 92101-2469

Members Present:

Gene Nathan
George Cameron
Pam Nagata
Gary Cox
Kathlyn Roberts
Joanne Bushby
Lorraine Puckett
Barbara Ryan
Kristin Gist
Annamarie Martinez
Audrey Naylor

Charlene Tressler

Members Absent:

Madonna Carlson
Mary Sammer
Laura Spiegel

Staff Present:

Gloria Bryngelson
Denis McGee
Susan Morgan
Lynda Mills
Martha Garcia
Rick Collantes
Kim Frink
Amie Meegan
Rosa Lemus
David Smith
Deputy County
Counsel

MEETING SUMMARY

ITEM	SUBJECT	PRESENTER
1	Call to Order Chairwoman Ryan called the TPAC meeting to order at 2:05 p.m.	Chairwoman Ryan
2 Information	Opportunity for Public Comments Items not on the Agenda – Limit two minutes per speaker ACTION: There were no public comments.	Chairwoman Ryan
3 Action	Approval of Minutes – November 18, 2002 Supporting Document ACTION: ON MOTION of TPAC Member Nathan, second by TPAC Member Gist, TPAC approved the minutes of November 18, 2002.	Chairwoman Ryan
4 Information	TPAC Information Supporting Document Overview: On November 21, 2002, the California Children and Families Commission (CCFC) met and on November 20, 2002, the California Children and Families Association (CCAFA) met. This report includes a written summary of CCFC and CCAFA meetings. This report also includes a staff summary of local activities relevant to the First 5 Commission of San Diego, including updates on the Kit for New Parents, procurement of a data evaluation system, the Commission Retreat and Commission member appointments. Also included are updates on the Implementation and Allocation Plan, civic engagement activities for December and January and legislation.	Executive Director Bryngelson

	<p>ACTION: Executive Director Bryngelson explained there would be no discussion unless there were questions generated from the supporting documents. She also informed TPAC members that Commissioner Ryan concluded her second term as the Commissioner; Commissioner Roberts nominated Dr. Nora Faine, Chief Medical Officer of the Sharp Health Plan as Commissioner Ryan's replacement. Commissioner Cox will nominate a new Chair for TPAC for Commission approval on January 27, 2003.</p>	
<p>5 Discussion</p>	<p>First 5 Commission of San Diego Logo and Tagline Supporting Document</p> <p>Overview: On December 2, 2002, the Commission approved the green hand in the blue box as the Commission's new logo. Attached for TPAC information is a color and black and white version of the logo approved by the Commission. Also attached is a discussion matrix for consideration of a tagline. Staff will return to the Commission in March 2003 with recommendations for a tagline that are consistent with the focus of the Strategic Plan for July 2003 – 2006. Taglines being considered are "Building Better Futures 4 Young Children," "Healthy Steps 4 Early Learning: Kids 0 to 5" and "Shaping the Lives of Children in the First 5 Years." In any case, a number within the tagline would be in a learning block.</p> <p>ACTION: Executive Director Bryngelson provided information on this matter. No action was taken as it was for discussion purposes only.</p>	<p>Executive Director Bryngelson</p>
<p>6 Discussion</p>	<p>Strategic Planning Update Supporting Document</p> <p>Overview: At the Commission meeting on November 4, 2002, staff presented Commission members with a draft copy of the Strategic Plan for Fiscal Years 2003 to 2006. The draft plan was the work product of a Strategic Planning Committee, which includes Commissioners Colling and Ryan. During discussion, Commission staff was directed to further define its funding priorities, identify funding levels for the priority areas and return to the Commission with recommendations. At the request of Chairman Roberts, the current strategic planning process was extended with the expectation that staff would return to the Commission in March 2003 with a Strategic Plan for approval. This item provides an update on the progress of the strategic planning process.</p> <p>ACTION: Executive Director Bryngelson and Chairwoman Ryan provided information to TPAC members for discussion. No action was taken on this item as it was for discussion purposes only.</p>	<p>Chairwoman Ryan</p> <p>Executive Director Bryngelson</p>
<p>7 Discussion</p>	<p>First 5 Commission 2002 Annual Report Supporting Document</p> <p>Overview: The Commission is committed to sharing information with the community as a means of promoting the vision of Proposition 10 and increasing community awareness and understanding of Prop 10 issues and activities. The Commission seeks to provide information to San Diego communities about State and local Commission activities in formats that are user-friendly. Staff recommended to the Commission at its meeting of December 2, 2002, that the 2002 Annual Report be published in a wall calendar format that would</p>	<p>Executive Director Bryngelson</p>

	<p>include annual report information as well as parent tips, Commission and TPAC meeting dates and national recognition dates such as <i>National Safety Month</i> and the <i>Week of the Young Child</i>. The Commission approved this recommendation. A copy of the Annual Report is attached for TPAC information and discussion.</p> <p>ACTION: Executive Director Bryngelson provided information on this matter. No action was taken on this item as it was for discussion purposes only.</p>	
8 Discussion	<p>Community Engagement Evaluation Matrix Supporting Document</p> <p>Overview: The Commission has received technical assistance in community engagement through two multi-county initiatives – the Civic Engagement Project and the Results for Children Initiative. Both initiatives produced evaluation reports in 2002. After reviewing the findings of the reports, the Civic Engagement Leadership Team developed several recommendations for improving the Commission’s community engagement activities. A discussion matrix outlining the recommendations is being presented to TPAC for review, discussion and the formation of recommendations to forward to the Commission.</p> <p>ACTION: Executive Director Bryngelson and staff member Frink provided information to TPAC members for discussion. No action was taken on this item as it was for discussion purposes only.</p>	<p>Executive Director Bryngelson</p> <p>Kim Frink Commission Staff</p>
9 Information	<p>Draft 2003 Commission and TPAC Meeting Calendar Supporting Document</p> <p>Overview: Commission staff has developed a draft of meeting dates for Commission and TPAC meetings for Calendar Year 2003. Due to holidays, some meetings have been moved to an alternate Monday. Please note that the meeting scheduled for January 2003 is a joint meeting of the Commission and TPAC. The attached draft meeting schedule is for information only and will be submitted to the Commission at its meeting of January 27, 2003 for final approval.</p> <p>ACTION: No action was taken on this item as it was for information purposes only.</p>	<p>Executive Director Bryngelson</p>
10 Information	<p>Leadership Team Updates</p> <p>Civic Engagement: The Civic Engagement Leadership Team met on December 4, 2002. Present at the meeting were guests from Harder and Company [Civic Engagement Project’s (CEP) new evaluation team] and the Fromm Group. The team discussed the feasibility of the Consensus Organizing Institute (COI) implementing a “House Meeting” community engagement strategy in Oceanside. The “House Meeting” strategy is presently being implemented in El Cajon. The team also discussed CEP priorities for next year, and discussed the 2000 – 2002 evaluation of the Result for Children Initiative (RCI). TPAC member Annamarie Martinez will provide an oral report of this meeting. The next Leadership Team meeting is scheduled for January 9, 2003.</p>	<p>TPAC Member Martinez</p> <p>Lynda Mills Commission Staff</p> <p>TPAC Member Bushby</p>

Evaluation:

Since the Evaluation Leadership Team met jointly with the Strategic Planning Committee on November 5, 2002, the November 27th meeting was cancelled. The next Leadership Team meeting has not been scheduled at this time.

Literacy:

The Leadership Team met on November 18 and December 9, 2002. Inform San Diego continues to develop an early literacy resource guide. The data has been frozen, and organization and layout of the guide have begun. San Diego READS gave a presentation on the status of the Early Literacy Training for Librarians.

Surveys have been completed, data has been analyzed, and a training plan has been proposed. In addition, the Request for Proposal (RFP) for early literacy training for childcare providers, the Strategic Plan and early literacy research were discussed. Staff member Lynda Mills will provide an oral report of this meeting. The next Leadership Team meeting is scheduled for January 13, 2003.

School Readiness:

The School Readiness Leadership Team met on November 13, 2002. The Leadership Team is proposing a summit for kindergarten teachers be held in early 2003. The San Diego and San Ysidro School Districts' School Readiness applications were approved by the State Commission pending clarification of a small number of program issues. The Vista and El Cajon School Districts' submitted applications for review by the local Commission, with the intent to have them forwarded to the State by the December 15 submission date. The Leadership Team also met on December 11, 2002. Information from this meeting was not available when the Agenda was posted. TPAC member Joanne Bushby will provide an oral report of both these meetings.

TPAC Member Participation on Leadership Teams

The Commission encourages TPAC members to serve on at least one of the four leadership teams. Leadership teams advise the Executive Director and provide an opportunity for in depth discussion on the development, implementation and evaluation of Commission activities.

Each team consists of a Commissioner, TPAC members, Commission staff and community members with relevant expertise. The teams typically meet once a month for two hours. Below is a list of the teams, including the name of the Commission chair and a brief description of some of the teams' accomplishments. A Question & Answer sheet regarding the leadership teams is attached.

Civic Engagement – Commission Champion, Ken Colling

Accomplishments: developed a community inclusion plan and evaluation plan; advised staff on community conversation questions and formats; developed recommendation to hold one TPAC meeting per quarter in different communities.

Evaluation – Commission Champion, Dr. Rodger Lum

Accomplishments: members participated on the source selection committee for the independent evaluator; designed grantee survey on data collection and

	<p>system capacity; identified key indicators for grant award.</p> <p><u>Literacy – Commission Champion, Dr. Nancy Bowen</u> Accomplishments: planned the very successful June 2002 Literacy Summit; oversaw the development of a resource guide of literacy programs; provided guidance in the development of early literacy training for library staff.</p> <p><u>School Readiness – Commission Champion, Barbara Ryan</u> Accomplishments: developed recommendations for local implementation of the State Commission's School Readiness Initiative; members participated on source selection committees; conducted research on school readiness definitions; developed strategies for identifying kindergarten readiness tools.</p> <p>ACTION: No action was taken on this item as it was for information purposes only.</p>	
11 Discussion	Future Agenda Items <ul style="list-style-type: none"> ➤ Strategic Plan Update 	Chairwoman Ryan
12	Adjournment Chairwoman Ryan adjourned the meeting at 3:47 p.m. to reconvene February 10, 2003.	Chairwoman Ryan

Visit the Commission's Website
www.ccfc.ca.gov/sandiego

FIRST 5 COMMISSION OF SAN DIEGO
COMMISSION AND TECHNICAL & PROFESSIONAL ADVISORY COMMITTEE
MEETING DATES FOR CALENDAR YEAR 2003

COMMISSION MEETINGS (1 st Monday of every month)	TECHNICAL & PROFESSIONAL ADVISORY COMMITTEE MEETINGS (3 rd Monday of every month)
Combined Commission and TPAC Retreat (Balboa Park) January 27th, 2003	
Cancelled	Monday, February 10, 2003
Monday, March 3, 2003	Monday, March 17, 2003*
Monday, April 7, 2003*	Monday, April 21, 2003
Monday, May 5, 2003	Monday, May 19, 2003
Monday, June 2, 2003*	Monday, June 16, 2003
Cancelled	Cancelled
Monday, August 4, 2003*	Monday, August 18, 2003*
Monday, September 8, 2003	Monday, September 22, 2003
Monday, October 6, 2003	Monday, October 20, 2003
Monday, November 3, 2003	Monday, November 17, 2003
Monday, December 1, 2003	Monday, December 15, 2003

The County Administration Center
Rooms 302 and 303*
1600 Pacific Highway, San Diego, CA
2:00 p.m. to 4:00 p.m.
TPAC meetings rotate throughout the County
Our website is: www.ccfc.ca.gov/sandiego

*These meetings will be held in **Room 358**, County Administration Center

First 5 Commission of San Diego

Item 11

2002 Annual Report – Printing Costs

Overview:

Each January, the Commission publishes an annual report to the community describing the previous year's accomplishments. The report is approved by the Commission and signed by the outgoing Chair. In December, staff recommended that the 2002 Annual Report be combined with a wall calendar that could also double as a public information and marketing brochure with messages about the importance of children's early years and tips for parents. The Commission approved the draft report on December 2, 2002. The Commission is now asked to approve printing costs of up to \$16,000 for 5000 copies to be distributed to parents, grantees and other community partners.

Discussion:

In the Community Inclusion Plan, adopted in June 2001, the Commission confirmed its commitment to sharing information with the community as a means for promoting the vision of Prop 10, facilitating community involvement and increasing community awareness of the importance of early childhood development. As stated in the Inclusion Plan, some of the desired results of information sharing efforts are that "the Commission provides information...about local Commission activities in formats that are user-friendly..." and that "parent and community awareness of resources and issues regarding early childhood development is enhanced."

The 2002 Annual Report/2003 Wall Calendar includes information on:

- # The Commission's vision and mission
- # 2002 accomplishments for each of the seven priority result areas outlined in the 2001-2002 Implementation Plan
- # List of funded agencies by HHSA Region
- # Parenting resources and tips
- # Lists of Commissioners and TPAC members
- # Dates of Commission and TPAC meetings
- # National recognition dates such as National Safety Month and Week of the Young Child
- # Pie chart of 2002 budget allocations

The design of the document was provided by San Diego Media, a local media and marketing firm that also produces the website and collateral materials for the Community Health Improvement Partners (CHIP). Because they were excited about this project, and because they like to do a certain amount of non-profit work they provided the design work for half their initial cost estimate. They have provided the Commission with a professional looking, visually appealing calendar at a very reasonable price.

Four vendors have provided staff with cost estimates for the printing, including County Document Services. It's anticipated that at 5000 copies, the per calendar cost will be \$2.00-\$3.00. The Commission is being asked to approve up to \$16,000 in the event there are unanticipated additional costs.

The calendars will be distributed to parents via community conversations, community fairs, parent conferences, and Commission-supported parent groups. Copies will also be provided to Commission, TPAC and Leadership Team

Members, Commission grantees, the County Board of Supervisors, local State legislators, and other community partners/funders.

Recipients of the calendar will have a daily reminder of the importance of cherishing young children. As a public information tool, the wall calendar is a creative and relatively inexpensive method for spreading this message, particularly when compared to more traditional methods such as billboards, television, radio and other print media. The publication will be the first public relations tool to carry the Commission's name change and new logo and offers an opportunity to creatively market these changes to the community.

TPAC Statement:

The draft 2002 Annual Report/2003 Wall Calendar was presented to TPAC on December 16, 2002. There were no questions or comments.

Staff Recommendation:

Authorize the expenditure of up to \$16,000 for the printing of 5,000 copies of the Commission's 2002 Annual Report/2003 Wall Calendar.

Fiscal Impact:

Up to \$16,000 from the Administration and Evaluation allocation in the Commission's Fiscal Year 2003 – 2003 budget.

First 5 Commission of San Diego

Item 12

Independent Evaluator – Request for Proposal

Overview:

County Commissions have a legislative mandate to report the results of all local Prop 10 programs to the State. An independent data evaluator needs to be identified to work with the First 5 Commission of San Diego in the formation, collection and evaluation of contract and grant data so that the Commission is accountable to the State Commission, the legislature, and local taxpayers.

On December 3, 2001 (# 11), The Commission authorized the Executive Director to release a Request for Proposal (RFP) for up to \$500,000 for an independent evaluator to develop and implement an evaluation plan to ensure compliance with the principles and approaches of the Commission's *Results 4 Kids: Numbers and Stories Evaluation Plan*. A contract was subsequently awarded that will terminate on June 30, 2003. This is a request to issue an RFP to select an independent evaluator that would begin on July 1, 2003.

Discussion:

In Fiscal Year 2001 – 02, an Ad-hoc Implementation and Allocation Plan Committee, composed of Commission members and Technical and Professional Advisory Committee (TPAC) members, recognized the key result of Commission accountability and identified data evaluation as a key strategy in meeting this result. An independent evaluator was recommended to provide the following: (1) evaluate the effectiveness of Commission activities; (2) evaluate and consolidate data collected from grantees; (3) research and assess 'best practices' occurring in the local community and statewide; (4) identify the most effective ways to inform the community of the Commission's results; assist the local Commission in reporting local results to the State Commission.

To address these important activities, the Commission issued a Request for Proposal (RFP) in February 2002 to address data evaluation. A Source Selection Committee (SSC) was subsequently convened to review the proposals that were submitted in response to the RFP. The SSC determined that *Zetetic's* proposal clearly met and exceeded the requirements necessary to perform the services in the Statement of Work (attached). The Commission approved the award of a one-year contract to Zetetic on June 3, 2002 (#10).

During discussion of this item at the June 2002 meeting, Commission members expressed concern that a local university was disqualified from consideration as they were a Commission grantee and that there no other local proposals competing in the process. Commissioners also indicated that this was an excellent opportunity for capacity building with local colleges and universities. Staff was directed to work with County Counsel to determine if there was a way for Commission grantees to compete for the independent evaluator services and to review the process to encourage capacity building with local colleges and universities and local participation in the competitive process. Staff will continue to work with County Counsel to resolve the conflict issue and develop ways to facilitate participation by local agencies.

Staff and grantees have been satisfied with the work of Zetetic to date. The Commission has the option of renewing the Zetetic contract for a second year, but staff recommends that an RFP be issued for second year services. The Principal Investigator for Zetetic passed away in December resulting in

organizational changes. An RFP would allow Zetetic to reapply for funding in its new organizational capacity in addition to testing the market for local competition.

TPAC Statement: None.

Staff Recommendation: 1) Find that the use of an independent evaluator is consistent with the Commission's Strategic Plan and the Implementation and Allocation Plan for Fiscal Year 2001-2002, furthers the support and improvement of early childhood development within the County, and provides a public benefit.
2) Authorize the Executive Director to work with the County Director of Purchasing and Contracting, to release a Request for Proposals (RFP) for up to \$500,000 for the services of an independent evaluator.

Fiscal Impact: Up to \$500,000 from the Administration and Evaluation allocation in the Commission's Fiscal Year 2002 – 2003 budget.

**Independent Data Evaluation
Statement of Work
Draft (1/22/03)**

1. Background

Proposition 10 was enacted by the voters of California in 1998. This legislation created the California Children and Families Act to fund early childhood development programs. The revenues for the program are generated by increases in the state excise taxes on tobacco products. The First 5 Commission (the Commission) is responsible for implementing this program in San Diego County. The Commission is accountable to the community for effective use of Proposition 10 funds to achieve its vision that every child in San Diego County will enter school physically, mentally, socially and developmentally ready to learn.

The Commission is required by law to account for its use of Proposition 10 funds. To make the best use of funds for the development of children from birth to age five, the Commission has adopted a results-based approach to guide its planning and evaluation. The Commission's evaluation plan, *Results 4 Kids: Numbers and Stories*, recognizes that measuring and clearly describing results requires both "numbers" and "stories." Numbers report what can be counted: how many families are better off, or what percent improvement is shown in target areas such as health, child care or literacy. The stories give the rest of the picture: the reasons why programs work, impacts on the lives of children and families, changes in the community, and new ways of doing government business. As with all of its activities, the Commission is committed to including the community in choosing results and evaluating the effectiveness of programs.

The Commission's Strategic Plan for January 2001 to June 2003 and Implementation Plan for July 2001 - June 2002 set a high priority on the implementation of evaluation systems and processes for funded programs and the work of the Commission, and for coordination with State Commission and other evaluation efforts. In addition to measuring results, the evaluation efforts will be used to promote an on-going culture of learning, provide information to support advocacy and planning, educate the community about the status of children, and empower community decision-making. An Evaluation Leadership Team, made up of members of the Commission and the Technical and Professional Advisory Committee, community experts and other community representatives, has been formed to guide evaluation efforts, oversee coordination with other evaluation efforts, ensure community inclusion, and recommend improvements based on evaluation results.

The Commission will contract with independent data evaluation experts to develop and implement evaluation systems in full compliance with the principles and approaches outlined in the Commission's *Results 4 Kids: Numbers and Stories* evaluation plan. The evaluation contractor will also advise the Commission, staff and the Evaluation Leadership Team; provide technical assistance to grantees; conduct data analysis; assess program-level and community-level results; and report results in terms of both numbers and stories

2. Scope of Work

- 2.1 Coordinate with the Commission, Commission staff and the Evaluation Leadership Team for all aspects of evaluation planning, criteria, measures, analysis, and reporting.
- 2.2 Provide an evaluation workplan and timeline, incorporating Leadership Team and staff input, no later than 30 calendar days after contract award.
- 2.3 In consultation with Commission staff, the Evaluation Leadership Team and the Civic Engagement Leadership Team, develop a written plan for evaluation systems for all Commission activities that:
 - 2.3.1 Implement the *Results 4 Kids: Numbers and Stories* evaluation plan
 - 2.3.2 Incorporate results-based accountability with the principles and inclusive approach of the evaluation plan

- 2.3.3 Establish methods for choosing and refining desired results, strategies and indicators, including those already proposed in Commission plans
- 2.3.4 Support short-term and long-term strategic planning processes
- 2.3.5 Measure progress and results at the program, Commission and community levels
- 2.3.6 Measure progress towards results using data that are meaningful, easy to understand by all of our communities, and suitable for scholarly analysis
- 2.3.7 Demonstrate the effectiveness of programs and services
- 2.3.8 Identify best and promising practices
- 2.3.9 Measure success with community capacity building and community engagement
- 2.3.10 Meet State Commission data requirements
- 2.3.11 Measure overall Commission success, including:
 - 2.3.11.1 Adherence to its values, mission, and operating principles
 - 2.3.11.2 Leadership in coordinating, integrating and maximizing existing resources
 - 2.3.11.3 Advocacy for legislation or policy for children and families
 - 2.3.11.4 Diversity and inclusiveness of the Commission, TPAC, Leadership Teams and staff
 - 2.3.11.5 Collaboration with other governmental and non-governmental groups.
- 2.4 Through a variety of methods, involve community members in evaluation activities such as:
 - 2.4.1 Choosing meaningful priority results, indicators and program performance measures
 - 2.4.2 Designing evaluation methods
 - 2.4.3 Gathering or contributing data, both numbers and stories
 - 2.4.4 Participating on committees for special tasks
- 2.5 Develop a structure for aligning outcomes and evaluation processes at program, County and State levels.
 - 2.5.1 Identify a core set of outcomes and data elements that can be reported by all funded programs.
 - 2.5.2 Develop a format for aligning grantee workplans to key goals, outcomes, indicators and objectives, and coordinate with grantees' evaluation efforts.
 - 2.5.3 Coordinate evaluation and data-gathering efforts with other governmental and non-governmental organizations.
- 2.6 Consult with Commission staff on evaluation, including:
 - 2.6.1 Incorporating results-based accountability into all activities
 - 2.6.2 Developing or refining individual contract objectives, data sources, measurement of strategies, and reporting requirements.
- 2.7 Provide, in group settings and individually, technical assistance to grantees and potential grantees on establishing inclusive, results-based evaluation programs that assess:
 - 2.7.1 Program quality and results related to identified priority areas
 - 2.7.2 Success in serving and engaging the community
 - 2.7.3 Other measures such as creativity, efficiency, sustainability and parent satisfaction.
- 2.8 Assist Commission staff with the implementation of a computerized evaluation and reporting data system:
 - 2.8.1 Assess available systems
 - 2.8.2 Adapt the selected system to meet local and state evaluation and reporting needs
 - 2.8.3 Assist grantees with use of the system for reporting
 - 2.8.4 Coordinate with the contractor responsible for the data collection system.
- 2.9 Analyze project and program data, emphasizing both performance and outcome data.

- 2.9.1 Identify baseline data
- 2.9.2 Determine data gaps and assist Commission staff and grantees in collecting data to fill the gaps
- 2.9.3 Institute longitudinal tracking as appropriate
- 2.9.4 Provide recommendations for improving the methods of data collection, evaluation and/or reporting by the Commission.

2.10 Prepare monthly, quarterly, annual, and other reports to the Commission, the State Commission, funders and the community, to tell the story and successes of Prop 10.

- 2.10.1 Reports must be made in compliance with the applicable reporting requirements of the Commission, State Commission or other funders.
- 2.10.2 Community reports must be made using accessible, culturally appropriate methods.
- 2.10.3 Reports will include information such as:
 - 2.10.3.1 Evaluation activities
 - 2.10.3.2 Funded project measures and results
 - 2.10.3.3 Case studies
 - 2.10.3.4 Best and promising practices
 - 2.10.3.5 Efficacy of Commission activities
 - 2.10.3.6 Population level results.

3. Deliverables

All deliverables must be submitted to the Executive Director of the Commission in both hard copy and electronic formats.

- 3.1 Workplan and timeline for all evaluation activities, by 30 days after award of contract.
- 3.2 A detailed, written plan for evaluation systems, by 5 months after award of contract.
- 3.3 Written monthly progress reports on evaluation activities, by the 15th of the month for the previous month. The information provided shall include all activities performed and how the contract objectives have been met.
- 3.4 Quarterly reports of program data and analysis, by the 30th day of the month following the end of quarter.
- 3.5 Annual reports in compliance with State Commission and local Commission requirements, by the due dates required by each agency.

Option(s)

The Commission reserves the right to award additional terms of this contract based on the actual superior performance of this contract. The contractor shall submit a written request for an additional term no later than 60 days prior to the end of the initial contract term. If The Commission concurs with the contractor, subject to the availability of additional funds for this purpose, the contract shall be amended to add such additional term. The Commission reserves the right to issue a new solicitation for these or similar services at any time during the term of this contract except that the performance of the new contract would not overlap the performance of the current contract unless the current contractor's performance was unsatisfactory and the Commission deemed that a replacement contract was in the best interests of the Commission.

First 5 Commission of San Diego

Item 13

Civic Engagement Project – Fourth Year

Overview:

San Diego is one of eight Commissions participating in the Civic Engagement Project (CEP). CEP has provided the Commission \$320,000 to support community engagement activities beginning November 1999 and ending February 28, 2003. The funding has provided partial support for Commission expenses related to community outreach and community conversations including expenses such as childcare, translation services, and other meeting costs. The San Diego Commission has the opportunity to apply for a fourth year of funding. The application is due on February 4, 2003.

Discussion:

San Diego is one of eight Prop 10 Commissions participating in the Civic Engagement Project (CEP). We are the only Southern California Commission participating.

CEP provided the Commission with first and second year funding of \$100,000 each year, and third year funding of \$120,000 for the period of March 1, 2002 to February 28, 2003. CEP funding has provided partial support for the Commission's community engagement activities including: funding for staff and consultant costs, a portion of the SDSU/COI contract, and community conversation expenses. CEP funds available for Year 4 have undergone a significant reduction, reflecting the climate of their current fiscal funding. As a result, Year 4 Grant Awards will be awarded in an amount from 25% - 75% of funds awarded during the previous grant year (Year 3). Large counties with more resources have been encouraged to consider larger reductions than small counties that have fewer resources available to support community engagement. For this reason, the San Diego Commission is requesting \$50,000 (42% of Year 3 funding).

The Civic Engagement Leadership Team met on two occasions to discuss the CEP proposal and has recommended the following community engagement strategies for Year 4:

- ## The Commission will continue to hold **Community Conversations** that will target a wide range of stakeholders – grantees, public and community agencies, parents, and community members. Community conversations will take several forms:
 - Quarterly Community Conversations held in conjunction with TPAC meetings.
 - Community conversations using the Presentation Modules (under development) to initiate discussions
 - Quarterly grantee meetings, which provide grantees with opportunities for technical assistance and networking.
- ## Continue to maintain and support a **Technical and Professional Advisory Committee** and **Leadership Teams**, who will bring specialized expertise and diverse viewpoints to Commission decision-making.
- ## Implement the **Presentation Modules**. A minimum of 12 presentations per year will be conducted.

- # **Highlight Prop 10 funded programs** at Commission and TPAC meetings to keep Commissioners and the public informed of the progress of Prop 10 and the work that grantees are doing in the community. This can be accomplished by showing the KPBS/KGTV Project Q Kids news segments on grantee programs at Commission and TPAC meetings.
- # Continue to **expand and redesign the website** to provide the public with greater access to information about Commission activities and to improve communication and information sharing among grantees, the Commission, TPAC and Leadership Team members.
- # **Translation of all materials targeted to parents** into at least 1 language.
- # **Promoting partnerships with other agencies** by involving local organizations in COI house meetings; co-sponsorship of Community Conversations; and through continued membership in the San Diego Grantmakers, which provides opportunities to network and coordinate with other funders.
- # **Continue** technical assistance in community engagement in **select San Diego neighborhoods. Investigate providing support to the catchment areas of the School Readiness Initiative program. Continue to link to local collaboratives.**
- # **Provide matching funds for Americorps stipends to continue** support for parent involvement coordinators **working in communities receiving technical assistance in community engagement through COI. Seek community partners to leverage funding for sustaining technical assistance in community engagement beyond Year 4.**
- # **Co-sponsor** parent conference(s) **that will provide parents opportunities to develop leadership and community organizing skills.**

The \$50,000 requested by the Commission will be used to cover expenses incurred from Community Conversations such as food, childcare, translation, and facilities. Funding will also be used for: continued development and redesign of the Commission website; partial support of the COI contract; oral translation of meetings; and translation of materials into Spanish and other languages as appropriate.

TPAC Statement:

This information has not been submitted to TPAC due to the deadline.

Staff Recommendation:

- 1) Find that that the CEP proposal is consistent with the Commission's Strategic Plan and the Implementation and Allocation Plan for Fiscal Year 2001-2002, furthers the support and improvement of early childhood development within the County, and provides a public benefit.
- 2) Approve the CEP proposal for fourth year funding and authorize the Executive Director to submit the proposal to the Civic Engagement Project for Children and Families
- 3) Authorize the Executive Director to negotiate and execute contracts necessary for implementing strategies described in the proposal and budget.

Fiscal Impact:

None.

First 5 Commission of San Diego

Civic Engagement Project Year 4 Proposal

APPLICATION REQUEST: Funded Awardee Requesting Grant Award of \$50,000.00

Year 4 Proposal Narrative

I. VISION

The First 5 Commission of San Diego is committed to engaging the community in ways that support effective planning, program implementation and accountability. The Commission's goal for civic engagement is to achieve the vision of "children ready to learn" through an ongoing conversation with all of San Diego County's communities that will guide the Commission in making choices that reflect the needs and hopes of parents and concerned community members.

II. YEAR 3 PROGRESS - TO - DATE

The third year of our involvement in the Civic Engagement Project (CEP) has been an active and productive year. Through the leadership and commitment of our Civic Engagement Leadership Team, the Technical and Professional Advisory Committee (TPAC) and the Commission, we made significant progress in engaging the community through a variety of methods.

Year 3 Accomplishments:

- ## Sixteen Community Conversations were held to seek community input with approximately 500 attendees. Thirteen of the conversations were held in September 2002 and October 2002. At the September and October conversations, there were a total of 308 attendees of which 147(48%) were parents. This is the highest rate of parent participation we have had.
- ## Conducted four Community Conversations with provider groups – child care providers, pediatricians, school health professionals, and early childhood mental health providers – to seek their input on priorities for the next strategic plan.
- ## The Commission expanded its toolbox of facilitation methods and used the "World Café" model at the Literacy Summit with great success. Over 200 parents and community members participated in the June Summit.
- ## TPAC and the Civic Engagement Leadership Team continued to meet regularly. Two TPAC meetings were convened at community sites along with Community Conversations to promote more diverse community participation. We had initially anticipated hosting 4 conversations in conjunction with TPAC meetings, but this did not work out due to scheduling conflicts. However, overall we held 8 more conversations and three more grantee meetings than proposed.
- ## Several segments on Prop 10 funded programs were aired on KGTV Channel 10 (our local ABC affiliate).
- ## The Consensus Organizing Institute (COI) provided technical assistance in community organizing and engagement to community collaboratives and parent groups in four communities.
- ## Six grantee meetings were held and a seventh is planned in February. At the meetings, grantees had the opportunity to network and were provided technical assistance on topics such as program evaluation, community and systems change collaboration, and working with the media.
- ## The Commission had the *Annual Report*, *Inclusion Plan*, and *Frequently Asked Questions About Prop 10* brochure translated into Spanish and posted to our website. These documents were also distributed at our Community Conversations.
- ## All appropriate requests for speaking engagements continued to be met.
- ## The Community Engagement Coordinator continued to provide coordination for civic engagement activities under the direction of the Executive Director and the Program Manager.
- ## A list of grantees with contact information was added to the website.

- ## COI hosted two Parent Leadership Conferences. The first conference was held in November 2002 and focused on parent-to-parent mentoring and community leadership opportunities. The second conference will be held in February 2003 and will focus on building organizational and leadership skills. This conference will be open to parent leaders as well as small parent-run organization grantees.
- ## In April 2002, the Commission co-hosted a *Community Leader Summit* in which approximately 150 policymakers, philanthropists, business and community leaders and government officials participated. The purpose of the summit was to bring the different sectors of the funding community together to discuss a common vision.
- ## COI appointed four parent leaders as Americorps Parent Involvement Coordinators to conduct outreach to parents and engage them in working on community-driven issues.

As of the date of this report, the Commission has accomplished most of the goals outlined in the Year 3 Plan. We are currently working on the development of presentation modules for our speakers' bureau and on the initial redesign of our website. We expect to meet these goals in February 2003.

Lessons Learned and Emerging Best Practices:

- ## Interactive techniques for community dialogue such as World Café and Open Space Technology can be very successful in some settings. Feedback on both processes has been very positive.
- ## The sustained technical assistance provided to the parent groups by COI allows the Commission to engage parents in more meaningful ways than is typically seen in public agency programs. This relationship has led to membership on TPAC and leadership teams, involvement of parents on committees for our grantees, and increased parent participation at Community Conversations.
- ## Partnering with other organizations to host community conversations reduces duplication of efforts and increases outreach, attendance and diversity.
- ## Flexibility in conducting Community Conversations such as being sensitive to the culture, group dynamics, setting, and locations familiar to the community are important to the success of the conversations.

III. YEAR 4 PROPOSAL

A. Objectives and Strategies

The Commission is proposing to pursue several strategies in our fourth year that will help us to attain our vision for civic engagement and achieve the desired results outlined in our Community Inclusion Plan (attached). These strategies were developed as a result of the CEP mid-year examination of lessons learned, and through consultation with the Civic Engagement Leadership Team. The strategies will help us to achieve four objectives:

1. Engage a diverse spectrum of community members in providing input to the Commission on an ongoing basis.
2. Create a better-informed populace with increased awareness of Prop 10 related issues.
3. Promote partnerships to better serve children and families.
4. Empower parents to be more effective advocates for children and families while empowering collaboratives to put inclusive governance into practice by engaging parents in planning and decision-making.

Objective 1: Engage a diverse spectrum of community members in providing input to the Commission on an ongoing basis

Strategy 1a: Community conversations

In it's commitment to outreach to a wide range of stakeholders – grantees, public and community agencies, parents, and community leaders - the Commission will engage the community on an ongoing basis.

Conversations will take several forms such as: quarterly grantee meetings; quarterly TPAC meetings held in conjunction with conversations; and other conversations addressing Prop 10 issues – some using the presentation modules to initiate discussions.

Community conversations have proven to be an effective strategy and have provided the Commission with valuable information for informed decision-making, permitting parent and other voices to be heard that might otherwise be missed. Community engagement will be a regular item on the Commission's and TPAC's monthly agenda and a community engagement calendar will be shared at each Commission and TPAC meeting. This strategy supports the CEP principles of *Bridging Communities* and *Impact on the Commission*.

Strategy 1b: Technical and Professional Advisory Committee (TPAC) and Leadership Teams

TPAC will continue to play an important role in keeping the Commission informed about community needs, resources and priorities. TPAC members are diverse in ethnicity, professional expertise and geographic representation, bringing a wide spectrum of viewpoints to Commission decision-making.

The Civic Engagement Leadership Team will continue to serve in an advisory capacity to the Commission's community engagement efforts. The CE Leadership Team will assist in planning and evaluating all of our Year 4 strategies. In addition, three Leadership Teams – Evaluation, Literacy and School Readiness – will provide additional opportunities for parents, professionals and community members to impact Commission activities.

TPAC and Leadership Team members provide the Commission with invaluable expertise and linkages to community organizations. This strategy widens our spectrum of community involvement, helps us to interact and connect with more of our communities and allows a greater constituency to have an ongoing impact on Commission decision-making.

Objective 2: Create a better-informed populace with increased awareness of Prop 10 related issues.

Strategy 2a: Presentation modules

The Commission will implement the use of the presentation modules developed in Year 3 for our Speaker's Bureau. The three modules developed with input from the Leadership Teams are: *The Purpose and Promise of Proposition 10*, *The First Five Years are the Most Important*, and *School Readiness = Life Readiness*. The modules include a facilitator's/speaker's guide, PowerPoint slides, overheads and handouts that can be used for a variety of audiences, suggestions for facilitating discussion with different audiences and different cultures, and suggestions for ice breakers and interactive activities. Training will be provided to the Speaker's Bureau participants -- TPAC, Commission and Leadership Team members and staff – so that we have a cadre of Prop 10 representatives who can use the modules for both education and advocacy in the community. The Commission is proposing to conduct a minimum of 12 presentations per year using the modules and will translate the modules into at least one other language. The modules will also be used as starting points for some of our community conversations.

The development of these modules will support the CEP principle of “a wide spectrum of community involvement” by providing us with an effective tool for conducting community outreach and education. The modules could also be shared with the other CEP grantees and Prop 10 Commissions.

Strategy 2b: Prop 10 Program Highlights

The Commission has funded Project Q Kids: Raising Quality Kids, a partnership of KPBS and KGT Channel 10 (our local ABC affiliate), to raise awareness of Prop 10 related issues and programs. Channel 10 has been visiting Prop 10 grantees to film their programs in action and then airs these segments during Channel 10 newscasts. During Year 4, these news segments will be shown at Commission and TPAC meetings for the Commission and the public to increase awareness of the progress of Prop 10 and the work that the grantees are doing in the community.

Strategy 2c: Expanded and Redesigned Website

We frequently hear from parents and grantees that they need easy access to timely information. The Internet is one effective tool for meeting this need. In response, we have hired a web design firm that is assisting us in

redesigning, and expanding our website. Expanding our web site will allow us to better address the principle of “a wide spectrum of community involvement,” by making more information available to a wider audience. We will continue to work in Year 4 on refining and expanding our website to make it an effective communication and information tool.

Strategy 2d: Translation

We have received feedback from parents, grantees, and professionals of the need to have material translated into other languages. In 2002, we translated the *Annual Report*, *Inclusion Plan*, and *Frequently Asked Questions About Prop10* brochure in Spanish. We are proposing to translate all of our publications that are targeted to parents including some of the presentation module information into at least one language. The translation of the material will assist in outreaching to parents and the community to inform them of Prop 10. In Year 4 we will also use translation funding to provide oral translation at conversations and will explore translating portions of our website.

Objective 3: Promote partnerships to better serve children and families

Strategy 3a: Regular grantee meetings

The grantees have expressed enthusiasm for regular grantee meetings that include opportunities for networking, training, and technical assistance. In response, we will continue to hold grantee meetings on a quarterly basis and will include the meetings on our monthly community engagement calendar.

In our third year, we added a new group of grantees through the State Commission’s School Readiness Initiative. This group will also meet regularly to share issues, concerns, and best practices.

The grantee meetings will: give funded programs the opportunity to voice their concerns, needs and priorities to Commission staff; provide us with an opportunity to provide important information/training to the grantees; and allow grantees to provide feedback on current issues facing the Commission. Several of the grantees are also TPAC or Leadership Team members, which will provide a valuable communication loop between the grantees and the advisory committees. This strategy will address all three of the CEP principles.

Strategy 3b. Promoting Partnerships with Other Agencies

As part of the Consensus Organizing Institute’s (COI) Technical Assistance to communities, they have implemented various community engagement strategies including one called “House Meetings”. In this strategy, community leaders develop surveys and go door to door to obtain input. Once the input is received, the information is compiled and a meeting is held to discuss the issues brought up by community members and to brainstorm a solution. Community leaders, including representatives from local agencies, are also invited to the meetings and are involved in the brainstorming process. During Year 3, COI implemented the “House Meeting” community engagement strategy in El Cajon. The implementation of this strategy has resulted in partnerships with other agencies being formed, leading to a large turnout during meetings and sustainability of key neighborhood networks. Due to the noted success, COI has implemented this strategy in a second community.

During Year 3, the Commission became a member of San Diego Grantmakers. As a member of this organization, the Commission will have the opportunity to interact with other funders to network and address common problems and interests. In addition, participation will allow the Commission to identify and take advantage of opportunities to leverage funding.

Strategy 3c: Web Site Information for grantees

During Year 3, grantees and community partners expressed a need for an expanded Commission website that would facilitate communication, information sharing (including best practices), and increased visibility for Commission funded projects. Included in the list of items requested to be on the web site were a listing of grantees with contact information, links to grantees and other programs, evaluation tools, and links to information to best practices. These additions began in Year 3 and will continue into Year 4. The website expansion is also described in Strategy 2b and will promote not only a better-informed populace but also increased communication and partnerships among grantees.

Objective 4: Empower parents to be more effective advocates for children and families while empowering collaboratives to put inclusive governance into practice by engaging parents in planning and decision-making.

Strategy 4a: Technical assistance in community engagement in target communities

The Commission is proposing to continue intensive technical assistance in targeted San Diego neighborhoods using a community organizing model that will engage parents and other community members in efforts to improve the lives of children and families in their communities.

Our community organizing efforts have had a positive impact on the Commission, the collaboratives, and the parents. We look forward to continuing to refine this model in Year 4. COI leaders will engage and motivate other residents and key resource holders around broad community goals and solutions, including the School Readiness Initiative.

Strategy 4b: Stipends to support parent involvement coordinators in current communities

To maintain an active relationship with our existing parent groups and collaboratives and to assist them in sustaining their community engagement efforts, we are providing stipends to four part-time Americorps members who will continue to play lead roles in: meeting and project coordination; outreach and recruitment of new parents; training and team development; and facilitating communication between the parent group, the collaborative, COI and the Commission.

The Commission was selected to participate in a pilot Americorps program through a statewide effort coordinated by the California Children and Families Association and the Governor's Go Serv Office. The parent involvement coordinators are required to provide 450 service hours between November 2002 and December 2003. In addition to the stipend, they will receive training, and education awards funded by the Americorps program. The stipend funds provided by CEP will be matched by Federal funds and Commission funds.

Strategy 4c: Co-sponsor parent conferences

The Civic Engagement Leadership Team has recommended that the Commission outreach to a larger population by co-sponsoring parent conferences that improve parenting skills and parent leadership. As such, the Commission will co-sponsor a parenting conference scheduled to take place in April 2003. The conference is being sponsored by The Parent Education Task Force of the Child Abuse Prevention Coordinating Committee. The purpose of the parenting conference is to provide parents access to information and community resources to enhance the well-being of their children and family. It is also an opportunity for local parents with children of all ages to spend a day learning new skills, increasing their knowledge of child and youth development and networking with other parents who have similar issues and concerns. During year 4, other parent conferences may be co-sponsored as appropriate.

Roles of Commissioners, TPAC and Leadership Team Members, Community Members, and Local Agencies

Commissioners will be encouraged to attend Community Conversations and they will continue to chair the Civic Engagement Leadership Team and other leadership teams. TPAC members will continue to facilitate and attend Community Conversations and continue to serve on the Civic Engagement Team and other leadership teams. The Civic Engagement Leadership Team Members will continue to play an active role in developing, implementing and evaluating our community engagement efforts. We will continue to ask Community Members to participate in conversations and be active participants in COI efforts to engage the community in local and Commission community engagement efforts. We will continue to seek assistance from local agencies to coordinate and conduct outreach to get community members to the Community Conversations

Sustainability: The Commission is committed to community engagement as a way of doing business and further reaffirmed this commitment with the adoption of "*Hand in Hand 4 Kids: A Community Inclusion Plan.*" Community engagement efforts will be sustained through:

The maintenance of active TPAC and Leadership Teams,

- # Regular community conversations,
- # Regular meetings and trainings using the Presentation Modules,
- # Community capacity building via the training of grantees, collaborative members and parents,
- # Staff support via the Community Engagement Coordinator,
- # Long range planning and development of partnerships to sustain successful efforts to improve results for children and families,
- # The Commission will work with COI to seek additional funding in Year 4 in order for COI to continue its work beyond the 4th Year of CEP funding.

C. Evaluation

The Community Engagement Coordinator will report regularly to the Civic Engagement Leadership Team on community engagement activities. The CE Team will continue to play a leadership role in monitoring the implementation of community engagement strategies, in evaluating what is working, and in providing recommendations for new directions. COI will report to Commission staff on the progress of strategies 3b, 4a, 4b, and oversight of the COI contract will be provided by the Community Engagement Coordinator. COI will submit quarterly reports and also conduct mid-year and end-of-year assessments of their community organizing strategies.

The Commission has hired an Evaluation Manager and has contracted with Zetetic Associates, Inc. as an Evaluation Consultant. This support will allow us to implement a comprehensive evaluation program for the Commission, including evaluation of our community engagement activities. In addition, the Commission will work with CEP's evaluator, Harder and Company, to identify best practices that can be shared with other communities.

Success will be defined by the successful achievement of the following outcomes:

- # TPAC and the Commission are knowledgeable regarding community engagement strategies and activities.
- # Commission, TPAC and Leadership Team members participate in community conversations.
- # The Commission sponsors community conversations at least quarterly that engage diverse community participants.
- # Parents are actively engaged in Commission activities through: participation on TPAC and Leadership Teams; participation in community organizing activities led by COI; participation in community conversations; and, participation on grantee advisory boards where appropriate.
- # The Commission continues to make progress in implementing the strategies outlined in "*Hand in Hand 4 Kids: A Community Inclusion Plan for the San Diego County Children and Families Commission*".
- # The public's knowledge of Prop 10 related issues is expanded through an enhanced web site, presentations by the Speaker's Bureau and community conversations.
- # Greater grantee linkages and communication are developed through regular grantee meetings, an enhanced web site and increased collaboration.

D. Budget

First 5 San Diego is requesting a \$50,000 award from CEP. The funding will be allocated as follows:

\$19,000 for CE activities related to Bridging Communities

- # \$10,000 will cover expenses incurred from Community Conversations such as food, facilities, and childcare
- # \$9,000 will be allocated for translation expenses at Community Conversations, translation of written materials targeted to parents, purchase of translation equipment, and potentially translation of some of our website information

\$31,000 for CE activities related to Outreach

- # \$4,000 will be allocated to the enhancement of our website
- # \$27,000 will be allocated to Community Organizing in target Communities.

The Commission has unspent Year 3 funds in the following areas:

- ⌘ **\$3,630** in Parent Stipends/Americorps due to the length of time it took to recruit the members. The Commission is proposing to carry over the unspent funds to Year 4 to cover a portion of the stipend costs for the four Americorps members through the end of the pilot program in December 2003.
- ⌘ **\$3,000** for the Presentation Modules which we propose to use in Year 4 for translation into Spanish of some of the Presentation Module components.

Year 4 Implementation timeline, March 1, 2003 – February 2004

Month	Implementation Milestones	Strategy
March 2003	Community conversation convened in conjunction with TPAC meeting	
	Grantee meeting	
	Begin Spanish translation of selected Presentation Module information	
April 2003	Community Conversation or Presentation	
	COI's contract renewed	
	Co-sponsor parent conference	
May 2003	Community conversation convened in conjunction with TPAC meeting	
	Identification and training of COI resident leaders	
June 2003	Community Conversation or Presentation	
	Complete website redesign	
	Complete Spanish translation of selected Presentation Modules information.	
July 2003	Community Conversation or Presentation	
	Quarterly fiscal and program report submitted by COI	
August 2003	Community conversation convened in conjunction with TPAC meeting	
	Neighborhood surveys developed and administered by COI leaders	
September 2003	Community Conversation or Presentation	
	Grantee meeting	
	Ongoing "House Meetings" in COI communities	
October 2003	Community Conversation or Presentation	
	Quarterly fiscal and program report submitted by COI	
November 2003	Community conversation convened in conjunction with TPAC meeting	
December 2003	Community Conversation or Presentation	
January 2004	Community Conversation or Presentation	
February 2004	Community Conversation or Presentation	
	COI submits quarterly fiscal and program report and year-end assessment	

CEP YEAR 3 & YEAR 4 BUDGETS: SAN DIEGO PROPOSAL

BUDGET ITEM	CEP Year 3 Budget for Year 3 3/1/02-2/28/03	Unspent Year 3 Funds as of Feb. 28th, 2003	CEP Funding Request for Year 4 3/1/02 – 2/28/04	Other Sources of Funding for Year 4 (Funding source is the San Diego Commission unless otherwise specified)
CE Staff & Consultants				
Executive Director	-0-			\$9,875 (.10FTE) ²
Program Manager	-0-			\$18,163(.25FTE) ¹
Engagement Coordinator	\$16,191 (.25FTE)	0	We are not requesting funding to support these items.	\$71,177(100% FTE) ¹
Clerk Typist	\$13,159 (.50FTE)	0		\$29,452(100% FTE) ¹
Consultants (facilitation, training, speakers, report writing)	\$8,000	0		\$40,000
SUBTOTAL	\$37,350	0		\$168,667
CE Activities related to Outreach				
Parent Involvement Academies (food, childcare, translation, facilities, printing)	\$11,100 ²	0	0	
Co-sponsor Parent Leadership Workshops				\$9,000
Web Site Enhancement	\$6,000	0	\$4,000	
Presentation Modules (4-6)	\$13,200	\$3,000	0	
Parent Stipends/Americorp	\$9,495	\$3,630	0	
Community Organizing in target Communities (Contract with COI)	\$26,107	0	\$27,000	\$208,000
SUBTOTAL	\$65,902	\$6,630	\$31,000	\$217,000

² Includes salaries and benefits.

³We initially anticipated \$11,100 but anticipate spending \$6,000. We were able to use \$5,100 to support food and child care costs at the Literacy Summit.

CEP YEAR 3 & YEAR 4 BUDGETS: SAN DIEGO PROPOSAL

BUDGET ITEM	CEP Year 3 Budget for Year 3 3/1/02-2/28/03	Unspent Year 3 Funds as of Feb. 28th, 2003	CEP Funding Request for Year 4 3/1/02 – 2/28/04	Other Sources of Funding for Year 4 (Funding source is the San Diego Commission unless otherwise specified)
CE Activities related to Bridging Communities				
Community Conversations:				
- Food	\$3,000	0	\$4,000	
- Facilities	\$6,000	0	\$4,000	
- Childcare	\$1,248	0	\$2,000	
Translation	\$6,000	0	\$9,000	
Substitutes for Leadership Team Members	\$500 ³	0	0	
SUBTOTAL	\$16,748	0	\$19,000	
CE activities related to tracking & evaluating Impact on the Commission	We are not requesting funding to support evaluation. Those costs will be covered under our Evaluation and Community Engagement Staff and the Evaluation Consultant paid for by the Commission			
Total	\$120,000	\$0	\$50,000	\$0

³ We did not need funding for substitutes as anticipated, so this funding was used to help cover child care costs at the Literacy Summit.

First 5 Commission of San Diego

Item 14

School Readiness

Overview:

On July 19, 2001, the California Children and Families Commission took action to approve \$200 million to fund a School Readiness Matching Funds Initiative over a four-year period (July 2001- July 2005). The First 5 Commission of San Diego is potentially eligible to receive a total allocation of \$11.9 million from the State. A School Readiness Leadership Team consisting of a Commission member, TPAC members, parents and community representatives representing multiple disciplines was developed to support the planning and work of this long-term initiative. On December 3, 2001 (Item 8), the Commission approved School Readiness programs for the National and Chula Vista School Districts and authorized the Executive Director to execute contracts with those school districts, completing Phase I of the School Readiness Initiative application process.

Phase II School Readiness planning began with the remaining eligible school districts in October 2001. San Diego Unified and San Ysidro submitted applications for the September 15, 2002 cycle, and these have been approved by the State Commission. Cajon Valley Union and Vista Unified submitted applications for the December 15, 2002 cycle, and are pending approval. Applications for the two remaining participating school districts, Escondido and Oceanside, will be submitted to the State later this year. Attached for information, discussion, and action is a summary of Phase II School Readiness activities up to this point, summaries of the proposed programs for each applicant school district, and recommendations for Phase II School Readiness participation in the State Commission's Request for Funding (RFF) application.

Discussion:

The School Readiness Leadership Team continued to meet to assist with the planning for Phase II School Readiness RFF applications, recommending continuation of Phase I criteria to Phase II. On October 31, 2001, the Leadership Team met to begin planning for Phase II funding of additional programs. Eight school districts in San Diego County meet the State's eligibility criteria for funding, and six have elected to participate in the Phase II application process. Phase II funding can begin as early as July 2002 and as late as June 2003. The State has confirmed that regardless of when a program is funded, funding remains available for up to four years.

On June 7, 2002, an Application Review Committee met to review proposals from San Diego Unified and San Ysidro school districts to ensure each proposal met the five required essential elements for a school readiness program: 1) Early Care and Education, 2) Parenting/Family Support, 3) Health and Social Services, 4) School Capacity (Schools' Readiness for Children), and 5) Infrastructure and Administration. After several reviews and revisions to the proposals, applications from San Diego Unified and San Ysidro were forwarded to the state commission for review on September 12, 2002. In November 2002, an Application Review Committee met to review proposals from Cajon Valley Union and Vista Unified school districts. After revision, these proposals were also forwarded to the state commission for review on December 12, 2002. The following is a brief description of each district's School Readiness Program.

San Diego Unified School District

San Diego Unified School District is proposing a School Readiness Program that serves twenty low performing elementary schools with 1999-2000 API rankings

of 1-3. They will target unserved and underserved children and families in the mid-city/central area of San Diego, and expect to serve up to 5,468 children and 5,128 families over a period of four years. The requested budget is \$10,548,720 over four years.

Services include: preschool, Leap Frog Schoolhouse program, expansion of early reading instruction, Doors to Discovery program, Second Step program, Parents as Teachers (PAT), English classes for parents, parenting classes, family literacy instruction, Parent University, Parent Involvement Resource Teacher, Child Development Counselor, Head Start, vision screenings, dental screenings, Nurse, Family Service Specialist, Behavioral Psychologist, Counselor, special needs referrals, behavioral counseling, High/Scope program, Desired Results program, developmental profile, preschool coach, and kindergarten transition program.

San Ysidro School District

San Ysidro School District is proposing a School Readiness Program that serves all five of its schools, which were all eligible for the program. The proposed program is expected to serve the entire zero to five population of San Ysidro, approximately 2,992 children and 1,800 families over a period of four years. The requested budget is \$3,780,100 over four years.

Services include: First Steps to Preschool, District Preschool, staff development, Even Start, behavioral specialist, speech therapist, Parents as Teachers, Family Advocates, Parent Institute, Por La Vida, English classes, GED classes, early intervention mental health care, Children and Family Resource Center for School Readiness, screenings (dental, health, vision, hearing, developmental), and health plan enrollment.

Vista Unified School District

The Vista Unified School District is proposing a School Readiness Program titled La Senda al Futuro that will serve one low performing elementary school with 1999-2000 API ranking of 1-3. The program expects to serve 1,340 children and 1,250 families with a requested budget of \$646,856 over four years.

Services include: early childhood education, Desired Results, parenting education, family literacy, English classes, Parents as Teachers, screenings (health, vision, dental, hearing, developmental), parent involvement classes, pre-reading skills classes, family meetings and referrals, developmentally appropriate activities, and kindergarten transition services.

Cajon Valley Union School District

The Cajon Valley Union School District is proposing a School Readiness Program that will serve two low performing elementary schools. The program expects to serve 2,040 children and 1,800 families over four years, with a requested budget of \$724,000.

Services include: twice monthly playgroups for two age groups at each school, KinderCamp Pre-kindergarten Academies, Parents as Teachers, parent education, preschool tool kits, behavioral specialist, nurse, speech therapist, Family Resource Center, English instruction, child development associates, and staff development.

TPAC Statement:

Commission staff provides TPAC members with School Readiness updates at their monthly meetings. TPAC has supported the recommendations of the

School Readiness Leadership Team and the sub-group of the School Readiness Leadership Team.

Staff Recommendation:

- 1) Approve the San Diego Unified School District's School Readiness Program in an amount up to \$1,318,590 for March 1, 2003 through June 30, 2003 and up to \$2,637,180 for July 1, 2003 through June 30, 2004.
- 2) Approve the San Ysidro School District's School Readiness Program in an amount up to \$257,084 for March 1, 2003 through June 30, 2003 and \$514,167 for July 1, 2003 through June 30, 2004.
- 3) Approve the Vista School District's School Readiness Program in an amount up to \$80,858 for March 1, 2003 through June 30, 2003 and \$161,714 for July 1, 2003 through June 30, 2004.
- 4) Approve the Cajon Valley School District's School Readiness Program in an amount up to \$97,647 for March 1, 2003 through June 30, 2003 and \$170,333 for July 1, 2003 through June 30, 2004.
- 5) Authorize the Executive Director to execute a contract with the San Diego Unified School District not to exceed \$3,955,770 over 16 months.
- 6) Authorize the Executive Director to execute a contract with the San Ysidro Unified School District not to exceed \$771,251 over 16 months.
- 7) Authorize the Executive Director to execute a contract with the Vista Unified School District not to exceed \$242,572 over 16 months.
- 8) Authorize the Executive Director to execute a contract with the Cajon Valley Unified School District not to exceed \$267,980 over 16 months.

Fiscal Impact:

Up to \$1,754,179 from the Responsive Grant allocation in the Commission's Fiscal Year 2002 - 03 budget and up to \$3,483,394 from the Responsive Grant allocation that will be included in the Commission's Fiscal Year 2003 - 04 budget. The State will reimburse the Commission to \$876,542 of the \$1,754,179 and up to \$1,740,602 of the \$3,483,394 in State School Readiness Matching Funds.

First 5 Commission of San Diego

Item 15

Implementation and Allocation Plan

Overview:	The Implementation and Allocation Plan needed to operationalize the Strategic Plan for Fiscal Years 2001 – 02 and 2002 - 03 was approved by the Commission on June 25, 2001 (Item 13). Attached for information is a status report of the results to be obtained from the plan.
Discussion:	Updates to the Implementation and Allocation Plan are highlighted in bold type.
TPAC Statement:	The Implementation and Allocation Status Report was presented to the Technical and Professional Advisory Committee (TPAC) as an information item at its December 16, 2002 meeting.
Staff Recommendation:	Receive this report.
Fiscal Impact:	None.

Implementation and Allocation Plan- FY 2002/03 –November 2002

RESULTS	POTENTIAL STRATEGIES	STATUS
Improving School Readiness		
Children are physically, emotionally and developmentally ready to learn	<p>Health, emotional and developmental assessments at critical ages prior to entering school, with linkage to needed services</p> <p>Increase community capacity to address health, social, emotional and developmental issues</p>	<p>€# All eight grant agreements awarded in response to RFGA 200555 have been executed.</p> <p>€# In August 2002, the Commission approved 41 applicants that responded to RFGA 20133 for award totaling \$14,939,467, pending successful negotiation. Eight applicants were placed on a pending list for award should additional funding become available as a result of the negotiation process.</p> <p>€# To date, 39 contracts have been executed. Two awardees will be funded in December or later and negotiations are continuing with the final grantee. As a result of savings realized during the negotiation process, Catholic Charities has been funded from the pending list.</p>
Children have literacy skills which are developmentally appropriate	<p>A literacy summit</p> <p>Development of a long-term literacy plan</p> <p>Campaign to raise awareness of literacy in the community</p> <p>Resource guide of literacy programs and services in County</p> <p>Child literacy training for library staff and child care providers</p>	<p>€# Contract with San Diego READS for child literacy training for library staff is ongoing. San Diego READS presented their proposed training plan to the Literacy Leadership Team. The proposed curriculum is expected to be presented to the team at the February meeting.</p> <p>€# Contract with Inform San Diego for the development of an early literacy guide is ongoing. Inform San Diego met with staff and the Literacy Leadership Team. The collected data from the survey has being formatted and the team and staff will proof the document in February. "Ready to Read San Diego" was chosen as the title of the guide.</p> <p>€# The Request for Proposal (RFP) for Early Literacy Training for Child Care Providers was released on November 5, 2002. A Source Selection Committee is currently reviewing the proposals received by Purchasing and Contracting. Staff will return to the Commission in March 2003 with a recommendation for award with contract award to follow.</p> <p>€# The Literacy leadership Team met on January 13, 2003. The next meeting is scheduled for February 10, 2003.</p>

RESULTS	POTENTIAL STRATEGIES	STATUS
<p>Parents have high quality information and support for meeting the needs of their children</p>	<p>## Welcome Baby Kit implementation</p> <p>## Planning collaborative for asset-based planning of integrated, coordinated parent information systems for services and supports for families with children 0 to 5</p> <p>## Support of community-based parent education</p>	<p>## Contracted with Regional Perinatal for implementation of the <i>Kit for New Parents</i> Following are the updated statistics for San Diego County:</p> <ul style="list-style-type: none"> o Kits For New Parents shipped in October 2002 – 3,834 o Total Kits sent to date (Jan – Oct '02) – 51,814 o Annual allocation for San Diego County – 43,261 (an average of 3,000-4,000 kits a month will equal our allocation by the end of the fiscal year) <p>## The San Diego launch of the <i>Kit for New Parents</i> occurred on January 28, 2002, at the Beacon Family Resource Center in Chula Vista.</p> <p>## A contract with The Fromm Group has been executed to identify and evaluate existing parent info lines (for parents with children 0 to 5). Work continues.</p> <p>## Commission staff are completing negotiations for grants with 39 Small Parent-run Organizations (approved by the Commission on March 4, 2002).</p> <p>## RFGA 20133, released in Spring 2002, made up to \$15 million available to support the Commission's results that children are physically, emotionally and developmentally ready to learn and that parents have high quality information and support to better meet the needs of their children. As noted above, the Commission approved 41 applicants for award totaling \$14,939,467 pending successful negotiation. Eight applicants were placed on a pending list for award should additional funding become available as a result of the negotiation process.</p>
<p>Child care/early education is high quality</p>	<p>## CARES Project to support education and retention of child care providers</p>	<p>## The YMCA CRS contract to administer the CARES program was extended to June 30, 2003.</p> <p>## The deadline for new applications was September 15, 2002, to meet program requirements by the end of the two-year contract. Applications received after the deadline are being held as pending until the Commission approves new funding as part of the 2003 – 06 Strategic Plan.</p> <p>## The Child Care Planning Council is recommending that the program be continued for another two years.</p> <p>## Of the estimated 4,325 child care providers eligible for the CARES program: 2,613 have applied, 2,122 have met the entrance requirements and 560 have received the \$1,500 stipend completing all education and retention requirements..</p>

RESULTS	POTENTIAL STRATEGIES	STATUS
	Building Community Capacity	
Community capacity for integrated, accessible, inclusive and culturally appropriate services is increased	<p>## Community engagement activities, including activities in geographically isolated communities</p> <p>## Community organizing projects</p> <p>## Technical assistance to community organizations (e.g., grant writing, organizational development, collaboration, leveraging)</p> <p>## Service coordination and integration through the RFGA process</p>	<p>## A consultant completed a preliminary evaluation of TA needs and has provided recommendations for planning and implementing TA at multiple levels.</p> <p>## The Commission was one of 15 counties selected to participate in the GO SERV – CCAFA Prop 10 Americorps Pilot Initiative. The one-year pilot began on August 1, 2002. Three parents have been selected thus far to serve as Americorps members to support and sustain parental involvement with Prop 10.</p> <p>## The Consensus Organizing Institute has established Memorandum of Understandings (MOU) with North County Collaboratives (for communities in Escondido and Oceanside) and the African Families Health Initiative (for Central San Diego) to work with the collaboratives in engaging parents in activities that support young children and their families.</p> <p>## On September 9, 2002, the Commission approved an application to participate in the statewide First 5 Service Corps/Americorps Initiative. A statewide application was submitted to the federal government in November. If approved, the Commission will receive federal match dollars to implement a local Americorps/VISTA program to support local Prop 10 efforts. The initiative would begin in August 2003 and is expected to run from three to ten years.</p> <p>## TPAC meetings will be held in conjunction with Community Conversations on a quarterly basis. The proposed schedule is March 17 in San Marcos, May 19 in National City, August 18 in Sherman Heights, and November 17 in East County.</p> <p>## Applications for Year 4 grants for the Civic Engagement Project (CEP) are due on February 4, 2003. Due to budget cutbacks, CEP is requesting counties to submit their proposal reflecting a decrease of 25% - 75% of funds awarded the previous year.</p> <p>## Three TPAC members will be joining the Civic Engagement Leadership Team. They are Mary Sammer, Lorraine Puckett, and Dr. Audrey Naylor. Annamarie Martinez will continue on the team.</p> <p>## A consultant has been identified to develop Presentation Modules that will be used for Community Conversations and presentations. The topic areas are: <i>The Purpose and Promise of Proposition 10, The First Five Years are the Most Important, and School Readiness = Life Readiness</i>. The modules will be designed to be flexible so that each topic area in the modules can stand-alone or be removed from the presentation to meet the needs of different audiences. Funding for the Presentation modules came from the CEP Year 3 grant.</p>

RESULTS	POTENTIAL STRATEGIES	STATUS
Using Resources Effectively		
State Commission and other outside resources are leveraged to meet the needs of local children and families	<p>€# Planning collaborative to assess assets and needs regarding Discuss School Readiness Centers</p> <p>€# Expansion of State Commission household survey on child care</p> <p>€# Use of State Commission's public education materials</p>	<p>€# Request for Proposal for Phase II School Readiness released by the State in Spring 2002.</p> <p>€# \$50,000 in planning funds approved by the Commission for each of the eight eligible school districts to receive School Readiness funding.</p> <p>€# Six of the eight participating schools have submitted applications to the State and four of those have been approved.</p> <p>€# National and Chula Vista school districts received initial payment of School Readiness funds in June.</p> <p>€# Action plan and timeline to implements CHI consultant recommendations developed by staff and presented to the School Readiness Leadership Team in October and November.</p> <p>€# The first School Readiness Peer Network meeting was held October 3, with additional meetings to be held on a regular basis.</p> <p>€# San Diego and San Ysidro school districts' applications were submitted to the State and have been approved.</p> <p>€# El Cajon and Vista school districts' applications have been submitted to the State for review and approval.</p> <p>€# Oceanside and Escondido school districts' applications are pending the Commission's review and approval.</p>
The Commission and the community are mutually accountable for effective use of Proposition 10 funds	<p>€# Develop integrated data systems for use at program, Commission and State levels</p> <p>€# Coordinate with State evaluation systems and indicators</p> <p>€# Provide technical assistance on evaluation and accountability to community organizations and grantees</p> <p>€# Maintain high quality information on assets, needs and results for children in our County</p> <p>Report to the community and State</p>	<p>€# An independent auditor conducted a program report and fiscal audit of Commission activities for Fiscal Year 2001 – 02.</p> <p>€# Zetetic, the Commission's independent evaluator, is continuing to set meetings with all Commission grantees to develop logic models for evaluation of their programs.</p>

February 2003						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Grantee Meeting, 9:00 am	5 Civic Engagement Team Meeting, 11:30 am	6	7	8
9	10 Literacy Team Meeting, 12:00 pm TPAC Meeting, 2:00 pm	11	12 School Readiness Team Meeting, 2:00 pm	13	14	15
16	17 HOLIDAY	18	19	20	21	22
23	24	25	26 Evaluation Team Meeting, 10:00 am	27	28	

March 2003						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Commission Meeting, 2:00 pm	4	5 Civic Engagement Team Meeting, 11:30 am	6	7	8
9	10 Literacy Team Meeting, 12:00 pm	11	12 School Readiness Team Meeting, 2:00 pm	13	14	15
16	17 TPAC Meeting / Community Conversation in San Marcos (1-4)	18	19	20	21	22
23	24	25	26 Evaluation Team Meeting, 10:00 am	27 Grantee Meeting, 9:00 am	28	29
30	31					

First 5 Commission of San Diego

Legislative Summary

January 2003

Bill #	Author	Description of Bill	Status	Priority	Recommendation
AB 71	Assembly Member Horton	Tobacco Licensing Program – This bill would create the California Cigarette and Tobacco Products Licensing Act to provide licensure by the State Board of Equalization of manufacturers, distributors, wholesalers, importers and retailers of cigarette and tobacco products. The bill would prohibit the distribution or selling of cigarette and tobacco products by anyone not possessing the license. It would also impose penalties for possessing fraudulent cigarette tax stamps.	First Reading 01/06/03	B	Continue to monitor.
AB 56	Assembly Member Liu	School Readiness – This bill would subject pupils between the ages of 5 and 18 (current law is 6 to 18) to compulsory full-time education and would make conforming changes relating to kindergarten services and the full day of instruction. By expanding the compulsory Education Law, and by changing related crimes, this bill would impose a state-mandated local program.	12/02/2002	B	Continue to monitor.
AB 72	Assembly Member Bates	Child care providers – This bill would require every child care resource and referral program to institute proceedings to remove a licensed child care facility with a substantiated complaint from the program's referral list, and to inform any person who requests a child care referral of the name of any licensed facility on the program's referral list with a substantiated complaint.	12/19/2002	B	Continue to monitor.
SB14	Assembly Member Escutia	Early childhood education and care – This bill would establish the Early Childhood Education and After School Facilities Program Act of 2003, to provide funding for establishing safe and educationally appropriate facilities for early childhood education and after school care and would establish the Early Childhood Facilities Loan Act of 2003, to provide loans to qualifying applicants for the purpose of expanding and improving childcare homes.	12/02/2002	B	Continue to monitor.
SB7	Senator Alpert	School Readiness – Reference AB56	12/02/2002	B	Continue to monitor.

San Diego County Children and Families Commission

Subject: Legislative Advocacy

Policy Number: CFC-002 Effective Date: May 7, 2001

Page 1 of 4

Purpose

To establish San Diego Children and Family Commission ("Commission") policy regarding legislative advocacy.

Background

In response to the passage of Proposition 10, The California Children and Families Act, the Board of Supervisors on December 8, 1998 (71) created the Commission to promote, support and improve early childhood development from the prenatal stage to five years of age. Funding from the Proposition 10 tobacco tax to the Commission is estimated to be approximately \$40,000,000 annually to further these important early childhood programs. By statute, the Commission is the exclusive County entity charged with strategic planning for and the expenditure of Proposition 10 tobacco tax revenues on services for children zero to five and their families.

The Commission has adopted a Strategic Plan to further the goals of the Act . As it implements the Strategic Plan, the Commission is committed to creating a seamless, family-focused, integrated system of services and support for children age zero to five and their families, and to ensuring that every child in San Diego County will enter school physically, mentally, socially and developmentally ready to learn. The Commission is further committed to coordinating and leveraging resources to fulfill its mission.

It is the Commission's mission, as expressed in its Strategic Plan, to provide proactive leadership to achieve school readiness for children age zero to five by advocating for legislative and policy improvements at the local, State and national levels. The Commission strives to fund services and programs that benefit *all* San Diego children within the target population. Due to funding limitations, not all programs and initiatives can be funded. The Commission's Strategic Plan stresses advocating for legislation or policy to positively impact the lives of children and families, given that every need cannot possibly be met by Proposition 10 funding.

It is appropriate for the Commission to advocate positions on matters impacting local control over the use or the administration of Proposition 10 tax revenue and on issues that relate to improving outcomes for all children age zero to five. The Commission's efforts at legislative advocacy shall be limited to initiatives that have a direct and significant impact on the Commission's vision, mission, values and operating principles.

The Board of Supervisors governs all legislative advocacy for the County and has established Board policy for legislative advocacy. Positions recommended by the Commission's for legislative advocacy shall comply with established Board policy. In addition, County procedures for legislative advocacy shall be followed.

Subject: Legislative Advocacy

Policy Number: CFC-002

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Policy

The Commission's legislative advocacy policy is as follows:

A. Definition of Legislative Advocacy

Legislative advocacy includes advocating the legislative priorities of the Commission and the Board of Supervisors relating to early childhood development, from the prenatal period to age five, before members, committees, and staffs of the Legislature, Congress, school boards and executive or administrative agencies of all levels of government, hereinafter referred to as governmental bodies. Legislative advocacy also includes advocacy related to early childhood development, from the prenatal period to age five, on policy and non-policy issues, pending legislation, and written correspondence to legislators and elected/appointed officials.

B. Advocacy by Commission Members or Commission Staff

Commission legislative advocacy before governmental bodies is appropriate if:

The Commission or the Commission's Executive Director makes a finding that there is a need for the Commission and the County to take a position on legislation or a policy which impacts the Commission's mission or operation and the issue is consistent with the Commission's Strategic Plan or with policy adopted by the Commission. In appropriate cases, the Executive Director shall bring an agenda item before the Commission to seek a Commission determination on the advocacy position; and

The Director of the County Office of Strategy and Intergovernmental Affairs makes a finding of, or coordinates action necessary for making a finding that, an identified issue is consistent with Board policy contained in the County Policy Manual, County Legislative Guidelines, or a specific Board action.

The procedure for advocating on approved issues is as follows: The Director of the County's Office of Strategy and Intergovernmental Affairs, in consultation with the Commission's Executive Director, shall make a determination on a case-by-case basis as to who will advocate on behalf of the Commission. Either County or the Commission staff may be authorized by the Director of the County's Office of Strategy and Intergovernmental Affairs.

C. Responsibility of Commission Staff

1. Annual Responsibilities

- a) Coordinate the preparation and submission of legislative proposals for Board sponsorship.

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- b) Review and submit recommendations to the Commission for updates to the Board's Legislative Guidelines before submitting those recommendations to the Board.
- c) Participate in sunset reviews of previously adopted Board policies affecting children age zero to five or their families, or act as a Responsible Department in the preparation of new policy, seeking Commission direction or approval as necessary.

2. Routine Responsibilities

- a) Monitor legislative activities at the local, state, and national levels, identifying initiatives that may impact Commission programs, operations, or funding.
- b) Utilize information available from the California Children and Families Commission, the California Children and Families Association, and other affiliates to help form recommendations;
- c) Identify legislative initiatives that require advocacy because they directly or significantly impact the Commission.
- d) Initiate action as necessary, in compliance with Commission and Board policy, to:

Place an item on the Commission agenda for action;

Prepare Board letters or other correspondence for Board approval in coordination with the County Office of Strategy and Intergovernmental Affairs;

Prepare legislative analyses in coordination with County Counsel, the County Health and Human Services Agency, and other County departments potentially impacted by the legislative proposal;

Prepare testimony, as needed, within County legislative advocacy policy guidelines;

Prepare correspondence, as needed, within County legislative advocacy policy guidelines; and

Respond, without prior specific authorization, to requests for information from elected officials or others on non-policy items, e.g., technical and factual in nature. If the nature of the request is not clear, Commission staff shall obtain direction from the Director of the County Office of Intergovernmental Affairs.

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D. Commission Member Responsibilities

Coordinate with the Commission's Executive Director on contacts from:

1. Elected officials requesting information that is policy, non-policy or legislative in nature; and
2. Constituents requesting Commission advocacy on bills.

Procedure for Legislative Analysis

Proposed legislative initiatives submitted to the Commission for recommended advocacy will be given a priority rating as follows:

- 1) Priority A – The legislation directly and significantly impacts the Commission. Positions can be:
 - a. Support: Furthers the goals of the Commission and is consistent with the Strategic Plan. The bill is viable and the Commission and the Board should actively advocate for change, providing letters of support and testimony, as needed.
 - b. Support if Amended: Generally positive legislation but amendments would improve the legislation.
 - c. Oppose unless Amended: The legislation negatively impacts the Commission, its programs, or children age zero to five and their families, but the negative aspects of the legislation can be addressed if the legislation is amended.
 - d. Oppose: The legislation negatively impacts the Commission, its programs or children age zero to five and their families and does not warrant staff time to remedy, or cannot be improved by amendment.
- 2) Priority B – The legislation does not have a direct impact on the Commission's initiatives or operations, is consistent with its objectives and priorities, but would potentially benefit a State or community partner. Will passively support or passively oppose upon request only.
- 3) Priority C – The legislation relates to the Commission's objectives and priorities and will be monitored.

Sunset Review: December 2002

Approved:

May 7, 2001

Date

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Commission Item No.